

Shelly Truman

INSTRUCTIONAL DESIGN PROFESSIONAL

Results driven Instructional Design Professional with extensive experience in outcome driven design for adults, including those in higher education and healthcare organizations. Demonstrated excellence in program design and development, as well as learning ecosystem management and graphic design, with a specialty in evolving curriculum to serve learners' needs, including visually rich gamified multimedia, programming branching in Articulate and Captivate. Mastery of applied adult learning theories, designing, and developing learning solutions that include online web-based modules, face-to-face, virtual, blended (hybrid of face-to-face and self-paced), e-learning elements, course development, education experiences, microlearning, and self-paced learning. People management, new hire, onboarding, and leadership and development skill training.

Core competencies:

DEI | e-learning | ADDIE, SAM | Instructor-led Training | Hybrid / Blended Training | Facilitation | Self-paced Learning | Coaching | Mentoring | Problem-solving | Human Centered Design | UX | Agile and Rapid Development | Scorm, xAPI, LMS Management | Audio | Video | Graphic Design | Multimedia | AI | Intelligent Web Design | HTML,CSS,XML | Editing, Proofreading, Writing | Management | Personas | Implementation Support | Leadership and Development | | Microsoft Office 365 |Articulate Storyline 360 and Rise, Adobe Creative Cloud—Illustrator, InDesign, Photoshop, Audition, Premiere Pro, Acrobat

PROFESSIONAL EXPERIENCE

Merck—October 2023-Present

Learning Developer, Enterprise Mandatory Training

UnitedHealth Group, UnitedHealthcare, Optum—May, 2014–August, 2023

Instructional Design Consultant and Manager, Senior Instructional Designer, Instructional Designer

Learning program design and development for instructor-led training (face-to-face and virtually delivery), hybrid/blended training, self-paced learning (web-based/e-learning delivery), ADDIE, SAM, Articulate Storyline 360 and Rise, Adobe Creative Cloud—Illustrator, InDesign, Photoshop, Audition, Premiere Pro, Acrobat

- Develop instructor-led and web-based onboarding and continuous learning material for leaders across executive, director, and managerial levels for state, national, and global teams.
- Training and delivery, train-the trainer, mentoring, instructional design team management, staffing, onboarding.

Kaplan University—August, 2008–May, 2014

Instructional Designer II, Curriculum Manager, Faculty

Project management, adult learning specialist, instructional designer, trainer, curriculum manager for School of General Education. B2B strategic thinker, LMS administration, program manager, course design and development.

Columbia College—September, 2009–Present

Adjunct Faculty and Course Developer

Adjunct faculty of photography, art appreciation, digital media. Redesigned and developed the photography course.

Eastern Washington University—September, 2004–May, 2010

Senior Lecturer

Full-time faculty of photography and digital media. Redesigned and developed photography program. Served as the online faculty and course developer.

EDUCATION

Master of Science (MS Ed), Instructional Design—2013

Kaplan University

Master of Fine Arts (MFA), Photography—2001

University of Montana

Post-Baccalaureate Certificate, Art—1993

University of California Santa Cruz, CA

Bachelor of Arts (BA), Art—1992

University of California Santa Cruz, CA

SKILLS

Software expertise:

Articulate—Storyline 3, Storyline 360, and associated tools including variables, triggers, branching, embedding and publishing
Adobe Creative Cloud—InDesign, Illustrator, Photoshop, Premiere Pro, Audition, Dreamweaver
Microsoft Office 360—PowerPoint, Word, Power BI, SharePoint, Excel, Forms
Techsmith—Camtasia, Snagit
Vyond
Project Management—Google, Smartsheet, Jira, Basecamp

Skillset highlights:

eLearning development
Instructor-led training—facilitator guides for face-to face and virtual
Branding and brand standards
Development of team templates to improve workflow
Extreme efficiency in course development including expertise in ADDIE, SAM, and rapid development and agile workflow
HTML, CSS, XML web design and development
Scorm, xAPI publishing
LMS and CMS administration
Outcome driven learning through applied instructional design theories
Project management
Editing, proofreading, writing
Graphic design, including logos, color, typography
Animation
Redesign, redevelopment, program conversion
Coaching, mentoring, and developing people and teams
Ethical AI use
Journey mapping and personas