

TONIA HOWELL

📍 Bartlett, TN | 🌐 <https://thwll12.github.io/portfolio>

Sr. Instructional Designer | Learning Experience Strategist | AI-Enhanced L&D Consultant

PROFESSIONAL SUMMARY

Results-driven Senior Instructional Designer with 10+ years of success designing enterprise training for Fortune 500, federal agencies, healthcare, and SaaS organizations. Proven expertise in learning strategy, HR and software system content development, and eLearning implementation using ADDIE, Agile, Kirkpatrick, and AI-powered tools. Adept in creating engaging, SCORM- and 508-compliant content using Articulate 360, Rise, ElevenLabs, Copilot AI, ChatGPT, Camtasia, Vyond, and LMS platforms. Collaborative leader known for transforming legacy training into modern, measurable learning experiences. Currently pursuing the Google Project Management Certificate (completion: Sept 2025).

CORE COMPETENCIES

Instructional Design | Learning Analytics | AI Voiceover Integration | Agile/Scrum | LMS Optimization | Digital/Website content writing | Rapid Design | Operational teams
Microlearning | eLearning | Storyboarding | Instructional Videos | Stakeholder Alignment
Tools: Articulate Storyline/Rise, ElevenLabs, Copilot AI, Camtasia, Adobe CC, Workday, Verint, Premier LMS

PROFESSIONAL EXPERIENCE

Customize Training Solutions, LLC · Learning & Development Consultant

Dec 2022 – Present | Remote

- Designed accessible, AI-driven training using ElevenLabs, Camtasia, Vyond, and Articulate 360/Copilot to enhance personalization and performance insights.
- Consulted with clients on strategic L&D programs across nonprofit and corporate sectors.
- Partnered with HR stakeholders to align learning strategies with organizational goals and streamline Workday-driven employee development initiatives.

– ttclInnovations (under CTS LLC) · Instructional Designer (1099 Contract)

Dec 2023 – Apr 2024 | Remote

- Created interactive eLearning for mortgage software project with a Fortune 500 bank, partnering with HR to align content with Workday processes and onboarding workflows.
- Developed Vyond instructional videos, job aids, quick start guides to support diverse learner needs. Leveraged Copilot AI to optimize eLearning development efficiency and increase learner engagement through data informed design.

AmeriHealth Caritas · Instructional Designer (Contract)**Apr – Dec 2024 | Remote****ElevenLabs** Voiceover audio: ([Verint Audio Clips\ElevenLabs.mp3](#))**Articulate** eLearning course: (<https://rise.articulate.com/Verint>)

- Produced SCORM and 508-compliant simulations in Articulate Rise.
- Integrated ElevenLabs AI voiceovers to develop instructional software, coaching, and customer service videos for operational teams.
- Collaborated with HR and SMEs to develop Verint and Workday software training for the Contact Center, creating interactive eLearning modules and instructional videos, and leveraging Copilot AI to optimize training effectiveness.

Cybermedia Technologies (CTEC) Sr. Instructional Systems Designer (Contract)**Nov 2020 – Dec 2022 | Remote**

- Directed instructional strategy for the Defense Acquisition University's large-scale modernization initiative, aligning government military content with emerging defense priorities. Partnered with military frontline agents to convert lessons learned into blended learning assets.
- Applied cognitive learning science and performance analysis to design mission-critical blended training, including instructional videos, and job aids with measurable behavioral and operational outcomes.

International Paper · Enterprise Learning Analyst**Jun 2019 – Oct 2020 | Memphis, TN (Hybrid)**

- Led the digital transformation of enterprise learning during the COVID-19 crisis, converting high-priority instructor-led programs to scalable, SCORM/508-compliant eLearning, reducing training delivery costs and business travel by 40%.
- Served as a strategic liaison between business units, HR, and global L&D, aligning training content with Workday systems, operational KPIs and workforce development goals.

Enclara Pharmacia · Instructional Designer Consultant**Oct 2018 – Jun 2019 | Memphis, TN**

- Designed and launched the company's first internal PTCB certification program, advancing technician readiness and standardizing compliance outcomes through interactive eLearning, video modules, and job aids.
- Collaborated with HR and Compliance leadership to integrate Workday and LMS-driven tracking and performance metrics into employee development pipelines.

FedEx World Tech Center · Learning & Development Consultant

Jan 2017 – Oct 2018 | Memphis, TN

- Oversaw training strategy for global deployment of Archer 6.5, collaborating with IT and operations stakeholders to ensure seamless adoption through blended learning deliverables.
- Delivered job-critical quick reference materials and digital guides/videos, contributing to reduced onboarding time and faster software adoption.

FedEx Global Security · Sr. Instructional Designer Consultant

Apr – Dec 2016 | Memphis, TN

- Spearheaded the design and delivery of system-specific task training for eSIMS global package-tracking implementation. Created job aids and participant guides.
- Developed and facilitated enterprise-wide Train-the-Trainer programs to ensure knowledge transfer across multiple security teams.

Cornerstone Systems · Instructional System Analyst Designer

Jun 2015 – Mar 2016 | Memphis, TN

- Partnered with senior leadership and IT to implement a scalable instructional system framework, integrating performance data, workforce analytics, and compliance mandates into the learning lifecycle.
- Spearheaded the development of a data driven learning governance model, linking instructional design decisions to business KPIs and regulatory compliance outcomes.

Nike, Inc. Instructional Designer (Contract)

May 2014 – Apr 2015 | Memphis, TN

- Conducted comprehensive process analysis of DC3 warehouse operations and authored interactive simulations and job aids to standardize workflow.
- Managed SharePoint content strategy and led final quality assurance reviews for all DC3 training assets, ensuring accuracy and consistency in compliance documentation.

EDUCATION & CERTIFICATIONS

BA in English Literature, LeMoyne-Owen College

Google Project Management Certificate – In Progress (Expected Sept 2025)