

TONIA HOWELL

PORTFOLIO: <https://thwll12.github.io/portfolio/#portfolio>

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).

EDUCATION:

LeMoyne-Owen College
BA in English Literature

TECHNICAL SKILLS:

- Adobe Captivate
- Cornerstone LMS
- Instructional Video
- Articulate Storyline/Rise 360
- Kirkpatrick
- Script Writing
- Camtasia
- ADDIE
- Blackboard/Moodle
- Adobe Photoshop
- Agile Scrum
- Learning Management Systems
- Adobe Illustrator
- Bloom's Taxonomy
- Workday
- SAM
- SCORM-compliant
- ElevenLab
- SME management
- eLearning
- SnagIt
- Consulting
- virtual learning
- Storyboarding
- Employee Training / Coaching
- Change Management

PROFESSIONAL EXPERIENCE:

CSL PLASMA (REMOTE)

MAY 2025 – JUNE 2025

Instructional Designer, Contract

- Project Summary: Rebuilt six legacy eLearning courses by converting Adobe Captivate files into fully interactive, SCORM-compliant modules using Articulate Storyline 360.
- Delivered all six assets within a tight two-month timeline while working independently.
- Designed and implemented Level 3 interactivity and multi-layered content structures, custom trigger logic, and gated navigation to guide the learner flow and ensure engagement.
- Applied accessibility best practices, including closed captioning, and maintained full alignment with CSL Plasma's brand and instructional standards.

AMERIHEALTH CARITAS (REMOTE)**APR 2024 – DEC 2024****Instructional Designer, Contract**

- Created comprehensive eLearning courses using Articulate Rise tailored for the Verint software platform.
- Developed engaging soft skill modules specifically designed for member service representative roles.
- Collaborated with HR Subject Matter Experts (SMEs) to align new training in the Workday LMS environment for collaborative learning and on-demand access.
- Ensured training products met 508 compliance requirements.
- Partnered with the training team to produce video simulations using Articulate Storyline 360.
- Developed video scripts, job aids, and produce voice-over content utilizing ElevenLab software.

TTCINNOVATIONS (REMOTE)**DEC 2023 – APRIL 2024****Instructional Designer, Contract**

- Followed agreed upon project methodology, ADDIE model to write storyboards, course outlines in the development of instructional video scripts for eLearning modules.
- Developed interactive training materials, microlearning, and video simulations.
- Provided project weekly reports on forecast/status to project stakeholders, project managers, and the master ID designer.

CUSTOMIZE TRAINING SOLUTIONS, MEMPHIS, TN**DEC 2022 – NOV 2023****Instructional Designer, Consultant (freelance)**

- Followed existing SOPs of job-related process tasks and compared enhancements in the new system to capture and document.
- Created participant/facilitator guides, job aids, quick start guides, SOPs, micro-learning assets, videos, instructor-led, and complex eLearning assets.

CYBERMEDIA TECHNOLOGIES (CTEC) (REMOTE)**NOV 2020 – DEC 2022****Senior Instructional Systems Designer (contract)**

- The government Defense Acquisitions University (DAU) proposed a management change initiative in pursuit of creating an innovative blended learning program to integrate lessons learned from military assigned missions.
- Served as the Cornerstone LMS Administrator, overseeing a seamless self-enrollment process for all employees. Followed Government-furnished information (GFI) from project stakeholders with the DAU learning science application center.
- Strong collaboration with military leaders, SMEs, and leadership to deliver a prototype assessment for approval. Led the Instructional System Designer (ISD) team in the design, development, delivery, and deployment of innovative ILT/VLT and eLearning assets.
- Applied agreed upon bloom's taxonomy interactivity levels with performance-based learning objectives. Wrote storyboards to include video scripts for audio of instructional text.
- Collaborated with graphic designers and multi-media developers to bring to life the storyboards and scripts into engaging and innovative Instructor-led, eLearning, and virtual-led training deliverables.

INTERNATIONAL PAPER, MEMPHIS, TN**JUN 2019 – OCT 2020****Enterprise Learning System Analyst**

- Spearheaded an online training program upon the onset of the Covid pandemic.
- Initiated online training which eliminated travel and expenses to host training, decreased course development time, and reduced days of training.
- Created a standard style guide for teams to adhere to development of course design coherency.
- Designed a streamlined standardized training program for the department which included applying instructional design methodologies to enhance existing training materials.
- Developed eLearning training modules for the Learning Content Management System (LCMS) Premier and MyLearning systems.
- Ensured eLearning courses met SCORM and 508 compliance requirements and best practices. Tested scripts and documented new system release and enhancement information.
- Trained global community of super users how to create eLearning assets on Premier LMS.

ENCLARA PHARMACIA, MEMPHIS, TN**OCT 2018 – JUN 2019****Instructional Designer Contract**

- Designed and implemented a certification program to support the company's change management initiative to assist pharmacists within the company to pass the Pharmacist Technician Certification Board (PTCB).
- Designed eLearning for the pharmacist call center to standardize communications between pharmacists and clients in the disbursement of prescribed medication.
- Created an internal Pharmacist Technician Certification Board (PTCB) training program for sponsored candidates to prepare for the certification exam.
- PTCB training program supported and certified its employees and increased morale in the organization.
- Aligned the PTCB training program with the collaboration of HR SMEs and the Workday LMS to assist HR and managers to track training development and employee performance.
- Designed eLearning assets of video scripts for pharmacists to adhere to industry compliance while communicating with clients in the prescription of medication.

FEDEX WORLD TECH CENTER, MEMPHIS, TN**JAN 2017 – OCT 2018****Technical Writer Contract**

- Acted as a Change Agent to support the change management initiative to manage communications and project status updates to legacy employees of the upgrades from the old version of Archer 6.5, an upgraded custom integrated software system.
- Designed quick start guides, reference guides, and user guides for new functionality in the upgraded Archer 6.5 software system.
- Partnered with IT engineers using Agile methodology to enhance and design training products.
- Designed quick start guides, user guides, and facilitator guides to train on new control functionality in the updated software system.
- Quickly learned the upgraded Archer 6.5 system and captured screenshots to document job-related processes.

- Tested various job tasks and updated the technical training facilitator/participant guides and job aids.
- Wrote released notes of updates and revisions. Collaborated with engineers/quality analysts to test cases and validate user stories for the documentation process.

CUSTOMIZE TRAINING SOLUTIONS, MEMPHIS, TN

DEC 2016 – JAN 2017

Instructional Designer, Consultant (freelance)

- Client proposed onboarding new hire orientation training to include soft skills and internal software system training.
- Conducted needs assessments for blended learning assets.
- Created learning objectives from the needs assessments.
- Wrote storyboards for microlearning/e-Learning assets.
- Used applicable learning methodologies to outline the learning soft skill project(s).
- Performed technical writing with engineers and captured user stories to develop job-related technical task processes in the company's internal software system.

FEDEX GLOBAL SECURITIES, MEMPHIS, TN

APR 2016 – DEC 2016

Instructional Designer, Consultant Contract

- Acted as a Change Agent to support the change management initiative to manage communications and project status updates to legacy employees of the changes from the old system to eSIMS, a new integrated software system.
- Designed training materials regarding job-related tasks in the new integrated eSIMS software system.
- Designed customized training materials for the new integrated eSIMS software system designed to track packages.
- Partnered with the IT team using the Agile Scrum methodology.
- Reported test results from user stories to validate documenting process steps to create leader guides, user guides, reference guides, video simulations, quick start guides, and job aids.
- Partnered with Lead Investigators and SMEs to develop storyboards in PPT and Word to create learning products.
- Created Knowledge Checks/quizzes for all online courses.
- Wrote and published release notes in Adobe PageMaker to communicate new system enhancements for global users.
- Provided Train the Trainer (T3) system training sessions to global users on newly developed instructor-led and online training assets.

CORNERSTONE-SYSTEMS, MEMPHIS, TN

JUN 2015 – MAR 2016

Instructional Designer

- Acted as a Change Agent to support the change management initiative to manage communications and project status updates to legacy employees of the changes from the old system to EDGE, a new integrated software system.
- Designed training program and materials using the SAM methodology for the implementation of a new software system.
- Observed employee job tasks and documented job SOPs to identify those affected by the implementation of the new integrated software system.
- Documented development stages to introduce the software and created regularly scheduled open forums for Q & A to communicate project updates.

- Documented job-related system task processes in an enterprise-wide Intermodal Transportation Management System (TMS) for internal employees.
- Tested system processes with the IT team.
- Developed video simulations, job aids, user guides, and workbooks along with an eLearning curriculum within the framework of the SOPs.
- Facilitated training to TN01, TN02, Operations, AR, and AP departments.

NIKE, INC., MEMPHIS, TN

MAY 2014 – APRIL 2015

Instructional Designer, Consultant Contract

- The purpose of the project was to design process documentation for all warehouse DC3 operational machinery.
- Followed the lead of the Training manager using the SAM methodology to develop and design the DC3 training project.
- Partnered with the Senior Process Specialist during the assessment stage to gather the job workflow processes in the district center.
- Designed FastTrack video simulations, PPTs, user guides, leader guides, and job aids for DC3 operational warehouse workflow.
- Wrote video scripts and storyboards and performed voiceovers for microlearning training. Developed more fluent and efficient process steps for DC3 Team employees.
- Performed Quality Checks with SMEs and employees to ensure measures followed actual work in the DC area.
- Performed final reviews of the team's work by editing and validating content.
- Managed SharePoint training repository of all assigned training modules and supported documentation related to updates and content changes to the material.