

Instructional Designer with more than 8 years of experience creating translating complex technical content into clear and actionable learning solutions that improve performance. Skilled in conducting thorough needs analysis to developing comprehensive learning programs that are distributed via LMS, including eLearning and virtual and Instructor-led training. Proven ability to increase compliance up to 99% policy adherence for functional and audit purposes. Experienced at partnering with SMEs in high-stakes environments and cross-functional teams to design scalable training that drives compliance, eases user adoption, and produces tangible business outcomes.

Core Competencies

Instructional Design & Learning Strategy: Needs Analysis, Gap Analysis, Performance Consulting, Knowledge Management, ADDIE, SAM, Kirkpatrick Model, Bloom's Taxonomy, Needs Analysis, Storyboarding, Curriculum Development, Microlearning, Accessibility (508/WCAG), Job Aids, A/B Testing

eLearning Development Tools: Articulate Storyline/Rise, Camtasia, Synthesia, Audiate, Canva, Adobe Creative Suite, AI integration (ChatGPT, Gemini, Copilot, Claud, etc.)

LMS Platforms: Google Classroom, Canvas, Blackboard

Technical Skills: HTML/CSS, SCORM/xAPI, Visual Studio Code, Docs-as-Code, Data Analysis, Root Cause Analysis, AI for repetitive tasks

Collaboration & Communication: SME Engagement, Stakeholder Alignment, GitHub, Online Collab Tools (WebEx, Zoom, Teams, Sharepoint, Slack, etc.) Agile Project Management (Trello, Jira, etc.), Technical Documentation

Professional Experience

Self-Employed - Remote

Freelance Consultant | June 2025 - Present

- Applied complex, rule-based guidelines with exceptional attention to detail to evaluate and refine AI content, directly contributing to projects that increased client ROI by up to 40%.
- Developed a comprehensive instructional design portfolio, featuring self-initiated microlearning courses focused on Soft Skills and Technical Skills.
- Applied ADDIE/SAM methodologies across portfolio projects, conducting thorough needs analyses, developing detailed storyboards, and designing performance-based assessments.
- Developed interactive e-learning modules and engaging lessons utilizing a diverse tech stack including Articulate Rise, Storyline, Camtasia, Synthesia, Canva, Audiate, and AI tools.
- Managed a complete iterative design cycle, from small-scale pilot rollouts and feedback analysis to implementing revisions and conducting final QA testing of e-learning modules, achieving >98% error-free rollout.
- Developed and managed an independent portfolio website to showcase instructional design projects, graphic design samples, and web development skills to potential clients and employers. (Link: <https://avonschmittou.com>)

Various Public Schools - DFW Metroplex

Special Programs Coordinator, Early Learning Instructor | Aug 2019 - Jun 2025

- Learned, designed, and implemented in one week that increased accessibility for eLearning in LMS and blended lessons, improving learning outcomes by 15%.
- Analyzed data collection and collaborated with leadership to digitize program management systems, increasing data accuracy and efficiency by 20%.
- Created training materials, facilitator guides, and technical documentation using ADDIE framework to support staff adoption of new digital platforms.
- Conducted a comprehensive needs analysis to identify staff knowledge and skill gaps, leading to the implementation of new instructional methods that increased teacher performance by 25%.
- Facilitated multi-stakeholder workshops using data insights on differentiated lessons to drive student performance improvement and stakeholder alignment.

Terremark / Verizon / (acquired by IBM) - Colleyville, TX

Senior Change Management Administrator | Jan 2012 - Jun 2019

- Designed and delivered global training curriculum on change management protocols for 15+ international teams by using Agile practices that resulted in mitigating operational risk and achieving 99% compliance with government and ITIL standards.
- Collaborated with technical SMEs to translate complex system processes into clear eLearning, job aids, and documentation, modernizing a centralized knowledge management system that improved cross-functional efficiency by 15%.
- Facilitated onboarding and upskilling programs that reduced project timelines by 15% and improved knowledge retention.
- Learned in 4 weeks and maintained technical documentation standards using docs-as-code methodologies, supporting scalable and consistent training resources.

Geomap Company - Plano, TX

Cartographer | Oct 2005 - Dec 2011

- Learned in 2 weeks and evolved training and documentation for GIS tools, increasing team understanding by 50%.
- Trained staff on cross-functional workflow improvements, reducing project turnaround times by 20%.

Eimskip - Reykjavík, Iceland

Distribution Specialist | May 2004 - Aug 2005

Concentra - Carrollton, TX

Field Case Management Regional Coordinator | Nov 2001 - Aug 2003

Education

Ashford University - Bachelor's in Public Relations & Marketing, GPA: 3.88

Certifications

- Instructional Design
- Certified Texas Educator - Core Subjects EC-6, ESL, Special Education
- Science of Reading (Texas Reading Academy)
- GSAT Clearance (Previously Held)