

DANI CRAIG

dcraig1620@gmail.com | drcraigportfolio.weebly.com | 314-620-1852

SUMMARY

A detail-oriented, creative problem solver with a proven ability to drive efficiency, deliver successful outcomes, and collaborate within cross-functional teams. Uses strengths in project management and design to marshal abstract ideas into functional reality in ways that improve learner experience, contribute to organizational goals, and have a positive impact on workplace culture.

EXPERIENCE

Learning Experience Designer, Veterans United Home Loans **Sept 2020 - Present**

- Work individually and collaboratively to design, develop, and deploy eLearning programs to train new and existing employees
- Lead Compliance course process revision by researching new software, writing process documents, managing team members and timelines, and working closely with Subject Matter Experts to decrease compliance failure rate by 87.5%
- Give big-picture and detailed feedback to team members to improve the quality and consistency of our projects, including directly managing a graphic design intern
- Instruct trainers throughout the company on how to build and optimize eLearning programs by meeting one-on-one, creating process documents and templates, and building courses on basic adult online learning best practices
- Co-presented on the Fundamentals of Assessments at the 2024 Annual Trainers United Conference for all company and sister-company trainers

Graphic Designer, MOJO AD **Jan 2020 – May 2020**

- Worked with fellow Strategic Communication students to develop a professional, fully-integrated marketing, advertising, and public relations campaign targeted at the young adult demographic for the Association of Fish & Wildlife Agencies

EDUCATION

Bachelor of Journalism, Strategic Communication **May 2020** University of Missouri - Columbia

CERTIFICATIONS

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| Front End Web Development Treehouse | February 2025 |
| Introduction to Front-End Development Meta | June 2024 |
| Foundations of User Experience (UX) Design Google | April 2024 |
| Learning Design Thinking LinkedIn | March 2022 |
| Instructional Design Essentials: Models of ID LinkedIn | Feb 2022 |
| Instructional Design: Needs Analysis LinkedIn | Feb 2022 |

SKILLS

Project Management, Analytical Thinking, Organization, Planning & Prioritization, Quick Learner, Creative Thinking, Technical Writing, AGILE, Copy Editing, Graphic Design, Animation, Storyboarding, Video Editing, Audio Editing, HTML, CSS, JavaScript

Software

Adobe After Effects, Adobe Audition, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Articulate Rise, Articulate Storyline, Camtasia, Genial.ly, Git, Vyond