

Whitney Salas

Senior Instructional Designer

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Experience

Senior Instructional Designer

2019 – Present

Southwest Airlines

I utilize data driven analysis for training program design and evaluation to achieve the highest standards of performance to meet the needs of the airline and pilot group.

- Created instructor-led training that qualified 85 pilots to become instructors per Southwest Airlines Advanced Qualified Program Standards to prevent the company from implementing a hiring freeze
- Received a promotion to Senior Instructional Designer in August 2021, playing a key role in advocating direction and development strategy to support the company's objectives
- Led the analysis, design, and implementation of a blended learning course which resulted in an 18% decrease of pilot maneuvering errors in non-normal procedures, such as an engine failure during climb
- Implemented a new workflow that cut project development for pilot training courses from 12 months to 6 months
- Developed an interactive instructor facilitator guide with Articulate Storyline that enhanced a pilot's decision making skills by 13%
- Collaborated with my team and staff subject matter experts to develop new interactive facilitator guides with Storyline to represent the most current, research-based instructional strategies
- Designed and created eLearning modules with Storyline and Adobe Illustrator for 10,000 pilots on aircraft management, compliance, human resources, and leadership

Instructional Design Coach

2019 – 2020

IDOL Courses Academy

- Designed and developed internal webinars and rigorous scenarios for use in the academy to expedite growth, learning, and technique that enabled 24 members to secure an instructional design position after 8 weeks
- Provided subject matter expertise in creating storyboards, needs analysis procedures, and working with stakeholders to assist academy members whom were transferring into instructional design
- Delivered detailed feedback, critique, and examples to properly guide and communicate the elements of instructional design to members

Senior Analyst, Instructional Designer

2016 - 2019

American Airlines

- Created an aircraft maintenance training department that developed instructor-led training and eLearning for 200 team members including the C-level executives to improve the scheduling process of maintenance packages
- Trained and mentored subject matter experts to become training developers for instructor-led training that led to the creation of the new maintenance training department

- Established working relationships with business units and software consultants to align cross-functional partnerships to market and support the development for a new software called ARTEMIS
- Responsible for analyzing, documenting, and solving business critical integration, performance, training, and scalability problems within the ARTEMIS software
- Designed and implemented complex custom training solutions for all Maintenance Technicians and their technical support to alter existing system functionalities and training
- Developed and completed an interactive software simulation with Storyline for the entire Technical Operations department
- Developed a 3-day onboarding program for new hire union and non-union employees

Technical Writer

2015 – 2016

Oyokey Technology Company

- Co-authored and designed marketable articles and manuals about innovative software for global technologies that also addressed tags and recognition systems for the internet
- Authored 72 wiki pages to clarify the uses of the emerging software to ensure it was understandable by any layperson
- Developed processes to communicate the changes and updates of the software to venture capitalists and other team members

Substitute Teacher

2014 – 2015

Amarillo Independent School District

- Integrated technology into the classroom through web tools to enhance students' understanding of the subject matter
- Collaborated with other subject matter experts to ensure lessons and interactives were impactful and met departmental objectives
- Employed a variety of teaching strategies conducive to motivating learning, including examples, practice, and interactivity

Central Service Administrator

2013 – 2014

Securus Technologies

- Tested and responded to basic Tier 1 troubleshooting on technical issues between facilities, field service technicians, and customers
- Responsible for providing clients with quality customer service
- Interfaced with customers on behalf of hardware maintenance to give the customer a single point of contact for issues regarding their phone service system

Curriculum Created

Software Simulations * Aircraft Maintenance * Flight Simulator * Commercial Pilot Requalification * Commercial Pilot Continued Qualification * Professional Development * Consulting for Cybersecurity * Microsoft Office Applications * Collaboration * Instructional Design Processes * Adult Learning * Writing Lab

Tools

Articulate 360 * Adobe InDesign/Premier Pro/Audition * Microsoft Office * WordPress * Vyond * Canva * Snag-It * Audacity * Camtasia * SharePoint * Google Suite

Education

2019 - 2019	eLearning Developer, Instructional Design Coach <i>IDOL Courses Academy</i>
2014-2016	Master of Education in Instructional Design and Technology <i>West Texas A&M University</i>
2009 - 2012	Bachelor of Arts in English with 4-12 Certification <i>Midwestern State University</i>