

# ARON WILLIAM FARRAR

## INSTRUCTIONAL DESIGNER

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793 Newbury Neck Rd, Surry ME, 04684

### KEY SKILLS

Learning Management Systems (LMS) including **Moodle**, **Absorb**, and **Brightspace**; eLearning development with **AI tools**, **Adobe Captivate** and **Articulate Rise**; collaboration and communication tools **Slack**, **Google Workspace**, and **Microsoft Teams**; data analysis and reporting with **Excel**. Development tools: **Oracle UPK**, **SAP Enable Now**

### PROFESSIONAL EXPERIENCE

#### AMERICAN CIVIL LIBERTIES UNION (ACLU)

NYC, NY

2024 - May, 2025

##### Instructional Designer (Contract)

- Responsible for all phases of learning module creation; from initial concept, to merging with LMS (Absorb), to user testing and troubleshooting,
- Managed user accounts in LMS and tracked completion of required courses,
- Collaborated with subject matter experts to assess and enhance learning programs, ensuring alignment with structures learning principles,
- Stayed informed on developments in civil liberties, legal precedent, public policy, and community advocacy to ensure relevancy of training programs.

#### MAINE ADULT EDUCATION      Portland, ME

2023 - Present

##### Instructional Designer/Instructor

- Creation of courses in LMS (Moodle). Rapid prototyping of learning materials aimed at feedback, student engagement and comprehension,
- Remained knowledgeable of developments in English language learning, cultural integration, instructional methods, and learner support to keep programs relevant.

#### KROGER      Portland, OR

2014 - 2023

##### Subject Matter Expert (New Store Standards)

- Developed web-based curricula for retail software using Storyline and SAP Enable Now,
- Lead needs analysis to create tailored learning materials, including test items and videos,
- Introduced strategic use of game elements to motivate and engage learners.

### EDUCATION

#### University of Southern Maine, Portland, ME

##### Masters Degree in Education

- Specialization: Instructional Design for delivery of online learning,
- Relevant Coursework: E-learning development and lesson-plan creation using, Brightspace, Articulate Rise and Adobe Captivate,
- Achievements: Designed, built and implemented instructional materials for Maine based Adult Education organization.

#### Earlham College, Richmond, IN

##### Bachelor of Arts in Fine Arts

- Specialization: Graphic Arts and Illustration, Creative Writing, Set Design.