AMY **BLANKENSHIP**

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Summary

Learning Designer with 19 years of experience. Devoted to creating engaging and accessible learning to further all employees' technical and professional development.

Experience

Senior Instructional Design Specialist
Maximus – Remote
May 2024– Present

- Manage and oversee a team consisting of a junior instructional designer and three facilitators to build a comprehensive contact center training curriculum from the ground up, ensuring alignment with federal contract requirements, operational goals, and adult learning best practice.
- Design, develop, and launch comprehensive training programs for federal contract contact centers, aligning instructional strategies with compliance requirements and performance metrics.
- Lead the end-to-end instructional design process, from needs analysis and SME collaboration to content development, pilot testing, and deployment across remote contact center operations.
- Review curriculum updates and provide constructive feedback to authors on accuracy, relevance, innovation, and conformance to Adult Learning Theory principles.
- Develop new and innovative ways to design training materials that facilitate engaging training and follow Adult Learning Theory concepts, as well as create training agendas and develop assessments to measure effectiveness of curriculum and learner performance.
- Create engaging, SCORM-compliant eLearning modules, instructor-led materials, job aids, and performance support tools that improve first-call resolution and reduce training time-to-proficiency.
- Lead and facilitate meetings with internal and external clients and act as a subject matter expert regarding curriculum and content development.
- Develop training proposals and oversee the implementation of new and updated training.
- Utilize data-driven evaluation methods (Kirkpatrick Levels 1–4) to measure training impact, refine learning content, and demonstrate ROI to federal client leadership.
- Maintain up-to-date knowledge of content areas as well as industry training and best practices.

Global Learning Experience Designer
Georg Fischer Piping – Remote
September 2023 – April 2024

- Led learning content creation for multiple delivery contexts, including course-based, competency-based, self-paced, micro-learning and other such contexts in alignment of business need.
- Collaborated with subject matter experts, marketing professionals, specialists, and shared services staff to design, develop, and implement learning solutions.
- Ensured learning content adheres to program/product design decisions, business requirements, and academic expectations; ensures that relevant internal and partner reviews occur and that feedback/required changes are incorporated.
- Maintained a working knowledge of learning experience design, online learning, instructional design and technology, adult learning theory, and andragogy/pedagogy to support program and course development.
- Designed learner experiences for the integration of text, graphics, animations, videos, and interactions for these offerings; ensures materials follow development objectives/outcomes and exhibit best practices for visual and interaction display to support learning.
- Ensured project timelines are met and deliverables meet quality expectations of the institution.
- Collaborated with key stakeholders to create instructional material in a visually dynamic, engaging, and interactive format, while offering suggestions to enhance student engagement and learning.

Learning Experience Designer
Amazon
PXT (HR) Workforce Staffing and Transportation Operation Management - Remote
May 2021 – August 2023

- Led projects through the design lifecycle from scoping, research and analysis, design, development, and launch.
- Owned and developed branding, course standards, templates, and asset library for development of over 100 courses per year.
- Developed Customer FIRST learning paths to US, CA and Mexico improving candidate NPS scores by 18%
- Owned the organization-wide Wiki as single source of truth, including development of CSS stylesheets, full branding, logos, and content management cycle with over 10,000 unique views year to date.
- Defined accessibility standards and conducting quality assurance audits to ensure equal learning for all audiences.
- Created engaging and compelling course content using Articulate360 (Storyline and Rise), Camtasia, and Adobe Suite
- Managed junior learning specialists to upskill their design skills and contributions to projects.

- Act as Lead designer for global talent development programs resulting in a 15% decrease in attrition and 10% increase in role promotions.
- Consulted and collaborated with stakeholders in content development to increase productivity and reduce incidents.

Content and Instructional Design Manager
Sentry Data Systems – Deerfield, FL
July 2020 – May 2021
- Increased customer retention by 30 percent through engaging learning activities and compelling course content using Articulate360 (Storyline and Rise), Camtasia, and other tools.
- Defined instructional end goals and content creation process.
- Visualized instructional graphics, the user interface, and the finished product.
- Conducted instructional research and analysis.
- Applied tested instructional design theories, practice, and methods.
- Created supporting material/media (audio, video, simulations, role plays, games, etc.)
- Maintained project documentation and training team collaboration of tools.
- Built Salesforce customer facing materials via Experiences and 3rd party application integration.

Instructional Designer and Editor
HarperCollins Leadership – Nashville, TN
August 2019 – July 2020
- Edited, directed, and produced Direct to Consumer E-courses using Articulate 360,
- Camtasia, Premiere, and other tools
- Sourced e-learning vendors and managed them to produce 10 elearning courses with a 100% delivery rate on budget.
- Produced on-screen talent on location for video and audio sessions.
- Managed and led with marketing team in creation of individual course brand and design standards e-courses.
- Developed a short and long-term business plan for e-courses.
- Created a brand framework for [HC Leadership Essentials](#)
- Defined minimum features, quality standards and budget parameters or all courses

Instructional Designer II
HCA (Hospital Corporation of America) – Nashville, TN
September 2015 – June 2019

- Created online courses and videos using tools such as Captivate, Camtasia, Adobe Suite,Articulate Suite, and Storyline 360
- Fulfilled LMS Administrator role for course publication and distribution to over 100,000 users.
- Operated as Creative director to develop deliverables from inception through delivery,including instructional and graphic design components.
- Trained peers in Adobe Creative Suite, Articulate 360 and Camtasia
- Functioned as Brand ambassador for corporate design standards.
- Consulted on process and standards improvements.
- Recorded, edited, and produced voiceovers for projects.

Curriculum Developer/Instructional Designer
Asurion - Nashville, TN
January 2015– September 2015

- Created training such as e-learning, facilitator-led, evaluations, lesson plans and job aids.
- Maintained the Learning Management System and generated reports.
- Developed course guidelines, templates, learning objectives, audience analysis, coursestructure, activities, and learning strategies.
- Drafted project plan and conducted needs analysis and evaluation of training.
- Planned and executed implementation of all new materials and programs.
- Worked with SMEs to develop, assess and revise content.
- Facilitated and managed training sessions as needed.

Technical Trainer
Asurion - Nashville, TN
January 2014 – January 2015

- Trained new technicians through the 6-week training experience with a 97% retention rate after 6 months.
- Transitioned new hires from new employee orientation to full production.
- Mentored technicians on quality and productivity processes
- Created continuing education to all levels of the business from exempt to C-Suite
- Consulted on creation, review, and updating of training content.
- Documented technician performance, behaviors, and readiness

Technical Trainer and Customer Enablement
Cayen Systems - Milwaukee, WI
June 2012 – November 2013

- Designed traditional classroom and e-learning modules for current and new clients.
- Principal narrator for e-learning modules
- Authored supplemental on-site training workbooks and documents of a technical nature.
- Conducted on-site and web-based training, including frequent travel to clients' locations.
- Provided Cayen Systems' clients with phone and email support.
- Performed annual invoicing for software maintenance fees.

Education

Ball State University, Muncie, IN May 2006
B.S. Education, Secondary Social Studies Education
B.S. History
Minors in Sociology, Psychology, and Urban Education

Concordia University, Milwaukee, WI August 2011
Alternative Education Certification

Skills

Adobe Captivate	Content Management
Adobe Premiere	User Experience Design (UX)
Adobe Audition	Branding
Adobe Photoshop	Learning Management Systems (LMS)
Adobe Illustrator	Differentiated Instruction
Adobe XD	Organizational Development
Camtasia	Instructor-led Training
Instructional Design	E-learning Modules
Curriculum Design	E-Learning Consulting
Leadership Development	Technical Writing
Employee Training	SharePoint
Microsoft Office	Adobe Creative Suite
Technical Support	Presentation Design
Process Improvement	ADDIE
Adult Education	Project Management
Staff Development	Healthcare Information Technology
Educational Technology	Media Production
Instructional Technology	Project Management
Technical Training	Articulate 360
Extended Enterprise LMS	Storyline 360
CSS	Salesforce Administration
HTML	Salesforce CRM
Contact Center Training	Salesforce Experiences (Community)