

## Instructional Design & Creative Content Specialist

Innovative and results-driven professional with expertise spanning instructional design, 3D modeling, graphic design, video production, and immersive learning environments. Talent for developing scalable, SCORM-compliant training solutions, streamlining workflows, and optimizing asset management to enhance learner engagement. Ability to integrate complex visual and technical elements, including virtual reality, animated assets, and interactive media, into compelling educational/promotional content. Known for precision in design, process improvement, and adaptability in mastering new technologies, with record of delivering high-impact visual learning experiences.

## Areas of Expertise

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| • Instructional Design/eLearning Development | • 3D Modeling & Asset Optimization | • Cross-Functional Collaboration |
| • Multimedia Content Creation & Editing      | • Workflow & Process Optimization  | • Creative Problem-Solving       |
| • Visual Storytelling & Brand Consistency    | • Team Leadership & Mentorship     | • Digital Asset Management       |
| • Immersive VR/AR Content Integration        | • Video Production/Motion Graphics | • LMS Administration             |

## Professional Experience

### **Pennsylvania Child Support Enforcement Training Institute, Penn State University – University Park, PA** 2019 – Present Instructional Production Specialist

Develop, edit, and publish eLearning modules and training materials in Xyleme LCMS to support statewide child support enforcement programs. Coordinate with subject matter experts to gather content requirements and ensure instructional accuracy and compliance with state guidelines. Manage multimedia production, including graphics, audio, and video integration, for interactive learning experiences.

- Enhanced asset discoverability, eliminated redundant files, and accelerated content development workflows by leading a team of graduate assistants to reorganize and optimize PACSETI's Xyleme media library.
- Directed Xyleme LCMS authoring and SCORM production for PACSETI's Tech Refresh initiative, modernizing training content to align with the statewide PACSES system upgrade and enabling consistent delivery across 67 county programs.
- Reduced page volume by 25%, eliminated redundant content, and enhanced clarity for long-term maintainability by engineering a streamlined Xyleme architecture for the Child Support Program Manual.
- Deployed SCORM-compliant training materials to custom LMS, aimed at ensuring accessibility and smooth learner experience.
- Introduced Xyleme Syndicate to accelerate content editing and multi-team deployment, supported by comprehensive process documentation to enhance reproducibility and onboarding efficiency.

### **Devtech, Inc. – Rosslyn, VA (Remote)** 2019 – 2024 Multimedia Specialist (Contract)

Produced instructional and promotional videos for USAID initiatives, with keen focus on advancing data literacy and digital adoption across audiences. Edited and formatted reports, presentations, and digital content to meet branding guidelines/stakeholder requirements. Coordinated with project teams across time zones to gather content and translate technical information into engaging visuals.

- Improved learner engagement and retention by designing visually compelling course introductions and resource overviews.
- Partnered with content strategists to integrate analytics insights while driving continuous enhancement of learning materials.
- Developed reusable library of animated characters and thematic templates, while standardizing visual style across USAID video content and cutting future production time significantly.

### **Eberly College of Science, Office of Digital Learning, Penn State University – University Park, PA** 2016 – 2019 Multimedia Specialist / 3D Generalist (Part-time)

Designed 3D models and visual assets for interactive educational experiences while enhancing engagement in science curricula. Engaged with faculty to translate complex scientific concepts into visually engaging and accessible learning materials. Operated and maintained multimedia production equipment, including cameras, lighting, and 3D software tools.

- Engaged with web developers to integrate 3D models into web-based VR environments using platforms like Mozilla A-Frame.
- Produced high-fidelity, browser-viewable scans of medical specimens, enriching biology/forensic science learning resources.
- Created immersive crime scene simulations with 360° imagery and custom Blender models; delivered VR demonstrations to internal departments and at public outreach events.

#### State College Area School District / Strawberry Fields, Inc. – State College, PA Transitions Coach (Part-time)

2016 – 2019

Coached individuals with intellectual and developmental disabilities through employment and independent living transitions. Led goal-setting exercises and delivered personalized coaching to strengthen self-advocacy for school and workplace settings. Maintained detailed progress documentation and collaborated with parents and program staff to ensure continuity of care and support.

- Utilized empathetic communication and tailored guidance strategies to help clients achieve learning/development milestones.
- Replaced outdated, single-access logging system by introducing Google Workspace, streamlining student record management and enabling supervisors and coaches to securely access daily logs and student information from any device.
- Created shared folders for each active student, improving accessibility, collaboration, and real-time updates for program staff.
- Modernized workflows and boosted efficiency by training non-technical supervisors and coaches on digital collaboration tools, while significantly reducing reliance on outdated software.

#### Susquehanna Valley Sportswear – Hughesville, PA Production Manager

2014 – 2016

Directed daily operations for apparel printing, including scheduling, inventory management, and vendor coordination to ensure timely order fulfillment. Maintained branded assets and supported prepress preparation for screen printing, laser engraving, and vinyl cutting projects. Managed inventory of raw materials, supplies, and finished products, while placing orders as needed to prevent shortages.

- Accelerated turnaround times by leading production team, enforcing quality standards, and introducing process improvements.
- Reduced turnaround time and improved print quality by implementing efficient screen cleaning system.
- Developed early expertise in digital asset management and collaborative workflows, while laying the groundwork for advanced multimedia production skills.

## Key Projects

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#### Content Creator & Livestream Host – Flight & Racing Simulations

2022 – Present

- Create events and boost audience growth by collaborating with global network of flight and driving simulation streamers.
- Host and produce livestreams showcasing high-fidelity combat flight and racing simulations.
- Develop custom branding assets, including logos, stream visuals, and promotional media, using Adobe Illustrator, Photoshop, and video editing software.
- Build and manage cross-platform social media presence (Instagram, TikTok, Facebook), while increasing audience reach and engagement through targeted content strategies.
- Elevate viewer experience by designing and implementing dynamic overlays, engagement tools, and interactive features using OBS Studio and StreamElements.

## Education

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**Penn State University – University Park, PA**  
Interdisciplinary Digital Studio - Bachelor of Design  
GPA: 3.9

2011 – 2014

**Bloomsburg University – Bloomsburg, PA**  
English Creative Writing – Bachelor of Arts  
GPA: 2.8

2002 – 2007

## Technical Proficiencies

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- **Content Development & Learning Systems:** Xyleme LCMS • SCORM/LMS Integration • SharePoint
- **Multimedia & Creative Tools:** Adobe Creative Suite • OBS Studio • Blender
- **Productivity & Office Tools:** Microsoft Office Suite • Adobe Acrobat
- **Hardware & Peripheral Systems:** Peripheral Systems