SARAH GRIFFITH

INSTRUCTIONAL DESIGNER **|** ELEARNING DEVELOPER

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TECHNICAL SKILLS

Authoring: 7Taps, Articulate Storyline, Articulate Rise, basic HTML, EdApp, Genially, H5P, WordPress

Multi-media: Audacity, Camtasia, Canva, Google Suite, Loom, PowerPoint, Vyond, VideoAsk

Learning Management Systems (LMS): Blackboard, Canvas, Centrical, Engagedly, Joule, LearnDash, Moodle, Mighty Networks, Sakai, Teachable, Thinkific

Web Conferencing: Google Hangouts, StreamYard, Microsoft Teams, Zoom

Business Tools: Asana, Monday, Miro, Slack, Trello, Zapier

Artificial Intelligence: Second Nature, WalkMe

WORK EXPERIENCE

Instructional Designer   March 2023 - Present
GoHealth (Healthcare Insurance)
- Created training for 3076 employees in 2023 for a total of 323,380 hours trained across the company
- Increased performance review completion by 7% over mid-year with a 15-minute Rise course targeting areas that HR received the most questions on during previous review period.
- Designed and developed a story-driven onboarding for new subject matter experts (SMEs) to reduce development time and increase feedback quality
- Pioneered a quarterly showcase, highlighting our team's instructional design projects, which enhanced cross-departmental collaboration and buy-in. By inviting leaders to explore the intricacies behind our designs, it facilitated a greater appreciation of our work and spurred ideas for incorporating our methods into future training initiatives
- Mentored peers with monthly presentations on various skill-based topics including: Incorporating Rise review tool into feedback cycle, fixed regions in Snagit, quick editing in Canva, and creating accessible courses in Storyline
- Wrote team e-learning design style guide and led team feedback sessions for iteration. This project included the development of branded templates in Storyline and Vyond\
- Wrote accessibility guide to align team on best practices for inclusive eLearning, significantly enhancing the accessibility of our instructional materials
- Developed interactive, user-friendly docs for quality assurance team to increase effectiveness of compliance reviews of sales calls by health insurance agents

Instructional Designer / eLearning Developer / EdTech Consultant   Jan 2020 - Present
Sarah LXD (Freelance)
- Developing 150 hours of career development eLearning courses for employees in the healthcare industry with a partnership between fourteen hospital employers across and the largest healthcare union in Washington State.
- Completed full life-cycle of virtual English language program including website creation, social media marketing, eLearning courses and virtual instructor-led training for adult learners with attendees from 12 different countries
- Perform end-to-end development, executing needs analysis, curriculum, empathy interviews, focus groups, implementation, evaluation, and iteration
- Authored and facilitated virtual instructor-led training (VILT) including webinars on Zoom, asynchronous interactions on VideoAsk, and PDF learner activity guides using Canva and Google Suite
- Content development of websites, courses, and webinars focused on user experience; customization of LMSs for branding and thematic look using an iterative design process testing

Instructional Designer   March 2022 - March 2023
iTutor (EdTech late-stage start-up, USA based)
- Redesigned contractor onboarding course reducing length by 48% and gaining $80,000 annual cost savings
- Reduced sales team enablement training from 3+ weeks to 5 days so they could make client contacts by 6th day of employment
- Analyzed the user experience errors within the learning management system and reformatting the content and navigation which reduced support requests by 80%
- Planned and created a pathway with 12 subject-based assessments to qualify contractors for client work supporting 150-250 new users monthly
- Built Articulate 360 (Storyline, Rise) responsive courses and create templates for consistent rapid production
- Coordinated all logistics and content build for LearnDash roll-out, a new learning management system (LMS) roll-out
- Identify initiatives for learning solutions and partner with C-Suite leaders and stakeholders to prioritize by aligning with OKRs to help 5 departments utilize learning as an avenue to reach business goals
- Conducted inclusive design analysis to identify areas for improvement, presented recommendations for accessibility to align with WCAG 2.1 standards
- Authored a quality assurance (QA) standards framework for eLearning reducing errors by 30%

Education Consultant & Educator   May 2019 – Feb 2020
One Sky Foundation (NGO, Thailand-based)
- Developed an assessment to be administered to 500+ learners per year using Google suite which resulted in the establishment of measurable learning goals and progress tracking
- Mentored Thai English teachers on methodology, classroom engagement, and mobile based technology
- Remained adaptable and agile in learning environments with limited resources which allowed for innovation and problem-solving such as QR codes with embedded videos which resulted in increased learner participation

Program Coordinator / Instructor   Aug 2016- Dec 2018
Gonzaga University (Higher Education Institution)
- Restructured an instructor-led training program for new education professionals using Googe Suite, PowerPoint, Canva, and Blackboard resulting in an increased participation rate of 492%
- Conducted empathy interviews to identify trends and needs not known by the stakeholders
- Designed and presented 15 train-the-trainer sessions at local, state, and regional levels using slide decks, interactive activities and web-accessed leaner guides

EDUCATION

Master of Arts in Teaching English as a Second Language
Gonzaga University

Bachelor of Arts in Psychology
Bachelor of Arts in Communication
Salisbury University