Mary Ann Paris

thecolormaryann@gmail.com | (765)491-2244 | Indianapolis, IN

PROFESSIONAL SUMMARY

Creative Instructional Designer with 10+ years of experience designing interactive e-learning content and training programs. Proficient in adult learning methodologies, AI-driven content development, and tools like Articulate Storyline, Rise, and Adobe Creative Suite. Skilled in managing large-scale training initiatives and virtual events. Seeking full-time or contract opportunities to bring innovative, learner-focused solutions to creative projects.

TECHNICAL PROFICIENCY

Learning Content Creation:
Articulate Storyline, Rise, Review

Design Software:
Adobe Illustrator, InDesign, Photoshop, Acrobat and PDF editor

LMS Platforms:
Absorb, Docebo, Litmos

Office 365:
Outlook, OneDrive, Word, Excel, PowerPoint, Teams, SharePoint

Other Tools:
Adult Learning Methodologies, Camtasia, Vimeo, Go To Meeting, Zoom, Zendesk, Monday.com, Survey Monkey, Dropbox, and more.

EDUCATION

Purdue University
West Lafayette, IN
August 2007 to May 2011
Bachelor of Liberal Arts
Visual Communications Design

PORTFOLIO & SOCIAL MEDIA

TheColorMaryAnn.com
Instructional Design samples available upon request

LinkedIn.com/in/thecolormaryann

EXPERIENCE

CEDIA

Instructional Designer | Fishers, IN | *October 2021 to Present*

- Leverage AI tools to enhance training content, improving efficiency and customization.
- Design and develop interactive e-learning courses using adult learning principles to boost engagement and retention.
- Build visually appealing, interactive modules with Articulate Storyline and Rise, tailored to various learning styles.
- Create infographics and visual representations of complex data using Adobe Photoshop, Illustrator, and InDesign to enhance learner understanding.
- Collaborate with SMEs to produce dynamic, best-practice training materials for adult learners.
- Develop support materials for in-person and virtual training, including presentations, workbooks, and activities.
- Oversee LMS operations, managing course offerings, enrollments, and certifications.
- Analyze learner surveys to optimize course content and improve delivery.
- Provide strategic input on training initiatives to ensure alignment with company objectives.

Gene B. Glick Company

Training Specialist | Indianapolis, IN | *May 2019 to October 2021*

- Led a training tool pilot and its company-wide rollout, managing change and providing tailored resources for employees.
- Redesigned the training department's SharePoint page, improving usability and accessibility for training materials.
- Produced training videos and multimedia content to enhance learning accessibility for diverse learners.
- Developed and facilitated adult learning programs in onboarding, safety, leadership, and customer service, using tailored strategies to maximize engagement.
- Created e-learning content with Articulate Storyline and Rise, incorporating engaging visuals and interactivity for better retention.
- Directed the virtual conference sequences (2020–2021), overseeing graphics, transitions, and overall design to ensure a seamless remote attendee experience.
- Planned and facilitated the annual company leadership conference, managing branding, sponsorships, and logistics.

Brand Management Specialist | *January 2012 to May 2019*

- Led the creation of brand-consistent marketing strategies across multiple platforms, ensuring clear communication and strong visual identity.
- Designed digital and print assets using Adobe Creative Suite (Illustrator, Photoshop, InDesign), maintaining consistent brand standards.
- Collaborated with vendors to produce high-impact signage and ads, improving both the physical and digital presence of the company.