

J E A N I E A D A Y

(828) 712-3307 • jeanie.aday@gmail.com • Portfolio: adaylxdportfolio.godaddysites.com/

SKILLS

- Expertise in Articulate 360 (Rise, Storyline), Adobe Premiere Pro, Photoshop, InDesign, Illustrator, and Microsoft Office Suite
- Strong background in multimedia development, scriptwriting, and eLearning creation for technical and non-technical audiences
- Skilled in agile design workflows, rapid prototyping, and iterative feedback integration

EXPERIENCE

Itron, Inc. • Technical Training Associate

(06/2023) - Present

Instructional Design and Multimedia Development

- Conduct needs analysis by interviewing cross-functional managers to align learning goals with business outcomes
- Designed and developed *Power Grid 101* and *Energy Business 101* eLearning courses using Articulate Storyline to bridge knowledge gaps across technical and non-technical teams; became a subject matter expert through extensive independent research and SME collaboration and authored both the script and interactive course design
- Produced an internal product overview video that the department director selected as the model for other instructional designers; responsible for scriptwriting, visual design, and editing in Adobe Premiere Pro
- Created an international promotional video for the Marketing department's smart streetlighting rebrand; wrote the script and edited visuals using Adobe Premiere Pro
- Leverage expertise in a range of multimedia technologies and applications to produce context-driven job aids, explainer videos, and interactive learning modules to support smart grid, metering, and CityEdge solutions

Training Delivery and Facilitation

- Deliver live product training, both virtually and in person, for internal teams and utility customers, translating complex technical concepts into accessible content and fostering engagement through interactive delivery methods and tools, such as Slido

Evaluation and Continuous Improvement

- Streamlined project workflows by integrating agile practices and rapid prototyping into the approval process, improving project turnaround time
- Independently incorporated focus group evaluations into my workflow to strengthen instructional design, even though it was not a standard departmental practice
- Analyze survey results and key performance indicators, such as drop-off rates, to assess training ROI and identify areas for improvement

Team Collaboration, Marketing, and Advocacy

- Foster a collaborative team environment by actively participating in peer reviews, feedback sessions, and open design critiques
- Promoted training visibility through marketing strategies such as launching a Viva Engage page for microlearning and onboarding enhancements
- Advocate inclusive learning by designing accessible content materials that cater to diverse audiences, ensuring that content is both culturally sensitive and universally accessible

Wake and Buncombe Co. Schools • Educator

(04/2014) - (06/2023)

EDUCATION

Oklahoma State University • Master of Business Administration

(expected 12/2026)

- Concentration in Energy Business with coursework in utility economics, market structures, and strategic project management

UNC Charlotte • M.Ed. Learning, Design, Technology

(05/2024)

- Specialized in instructional design theories and best practices for corporate training
- Developed expertise in eLearning tools, multimedia learning, and adult learning principles

UNC Asheville • B.A. History, 6-12 Teaching License

(12/2013)