

ATHENA PROCSAL

Pottstown, PA

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Instructional Designer

Attention to Detail | Time Management | Creative Problem Solving | Strong Organization Skills

Highly effective educator transitioning to **Instructional Designer** with more than 10 years experience in training, assessing and implementing custom course curricula for a diverse population of learners. Skilled in designing and facilitating interactive and engaging multimedia learning experiences using a variety of tools including Articulate Storyline and Canva. Implemented strategic communication efforts with stakeholders, subject matter experts (SMEs) and management in order to collaborate, maintain and improve engagement and create deliverables for both ILT and VILT. Successful problem-solver with sound judgment, intentionality and ability to communicate complex issues to diverse adult learners.

PROFESSIONAL EXPERIENCE

Pottstown School District | Pottstown, PA

2011 – Present

Elementary Art Teacher

- Conducted performance gap analysis to assess current state and prioritize performance issues based on learning goals
- Developed curriculum and various training materials for diverse clients with specific learning needs, including learning disabilities and English as a second language
- Planned, coordinated and implemented 6 different curricula for a client base of more than 700 clients a year, by breaking learning down into smaller tasks and skills while keeping the big picture in mind
- Heavily contributed as a valuable team member in the collaborations of curriculum development for department trainings
- Translate skills, knowledge and procedures into effective training materials utilizing multimedia technology as well as in person learning
- Built and maintained strong relationships with over 800 team members, clients and stakeholders in multiple locations

Teaching: A Path to L&D | Phoenixville, PA

2022

Instructional Designer

- Researched, identified and applied appropriate adult instructional strategies
- Developed and created a learning module as part of a larger course using a storyboard to align with the projects goals
- Communicated skillfully with team members, stakeholders and subject matter experts in order to maintain and improve effectiveness of the learning experience
- Coordinated, planned, and facilitated virtual compliance meetings through Google Meet.
- Published SCORM complaint file to be included in Eduflow LMS
- Used analysis, design, development and evaluate (ADDIE) training model to create learning experiences
- Worked within design and branding parameters for collaborative, cohesive development of the product

Phoenix Village Art Center | Phoenixville, PA

2010 – 2011

Program Director

- Planned, marketed, implemented learning solutions for both adults and children, 12 gallery exhibits and varied other programming as well as staffing and budgeting for each
- Produced and delivered Train the Trainer materials for career development and task management
- Interviewed, hired and onboarded staff, completing regular performance evaluations and developing corrective action plans as needed
- Managed multiple projects simultaneously with a team of 15, ensuring performance, quality, strategy and timelines were achieved
- Used robust time management and organizational skills to improve productivity, effectiveness and breadth of content

Fulton County Schools | Atlanta, GA

2007 – 2010

Middle School Art Teacher

- Developed and implemented a training strategy with corresponding curriculum to achieve organization's goals
- Created and delivered high-impact presentations using multiple technology platforms, including Microsoft Excel and PowerPoint
- Developed a system of organization and management that involved the clients as part of a team thus enabling an increase in production as well as extra time for adjustments as needed

EDUCATION AND CERTIFICATIONS

Cabrini University | Radnor, PA

Masters of Science: Education

Seton Hill University | Greensburg, PA

Bachelor's of Art: Visual Art

Google Certified Educator I

TECHNICAL PROFICIENCIES

Articulate Storyline 360 | MindMeister | SMART Technologies | Google Workspace |
Microsoft Office Suite (Word, Excel, PowerPoint) | Google for Education | Canva | Trello