

Erin Forde

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Profile

- Creative and enthusiastic professional Instructional Designer, Learning and Development Specialist, Adult Educator with over 15 years of extensive experience.
- Extremely proficient in using a variety of software including Google Tools, Microsoft Office, Adobe Creative Cloud, Articulate 360 Storyline and Rise, Vyond, Animaker, SAP Litmos, Camtasia, Captivate, H5P, iSpring, Krita, as well as others.
- In-depth knowledge of facilitation and training techniques, curriculum development, and analysis and evaluation. Expert facilitator with a deep understanding of adult education principles.
- Strong organizational skills with the ability to prioritize multiple projects calmly and effectively.
- Adept at collaborating with subject matter experts (SMEs), Human Resources, and stakeholders to develop learning programs.
- Adept at creating learning strategies adapted to organizational based modalities. Skilled in developing learning content, storyboards, user guides, tutorials, etc. Extensive experience in developing mixed, multi-media blended learning that includes instructor led, virtual, augmented reality, and web-based deliverables course content.
- Designed and developed several games and gamification to accompany curriculum for maximum learning engagement.
- Designed and developed products and programs that focused on learning strategies and were task scaffolded and designed using the principles of adult education and brain architecture. Curriculum utilizes theories such as Tulving's theory of episodic memory, Kolb's theory of experiential learning, and Gagne's model of instruction design.
- Advanced knowledge and experience in utilizing a variety of instructional designer frameworks including Successive Approximation Model (SAM), ADDIE, Morrison Kemp, Taba Model, backward design, etc.
- Extensive experience in incorporating sound instructional design methodologies to create complex and innovative instructional materials and learning solutions such as guided discovery, case method, problem-based, simulations, game-based, competency-based approaches.
- Exceptional ability in custom graphic design and 2D animation.
- Strong aptitude for grasping new software applications quickly and competently. Exceptionally strong organizational and computer skills.

EDUCATION

- Bachelor of Education in Adult Education & Continuing Education and Teaching, Brock University.

CERTIFICATION/PROFESSIONAL DEVELOPMENT

- Certificate in Adult Education, Brock University.
- Certificate Adult Education, George Brown College.
- Certificate in Labour Studies, George Brown College.
- Certificate in Popular Education for Adults, Canadian Labour Congress.
- Instruction Techniques, Canadian Labour Congress.
- Counselling I & II, Labour Community Services.
- Certificate in Business Administration, Niagara College.
- Certificate in Theatre Arts, Niagara College.

PROFESSIONAL EXPERIENCE

Project 1

Forde Adult Learning (Self Employed), Instructional Designer (Graphics, Animation, and Video Content Creation)
September 2024 – Present.

Project Description: Supported a diverse portfolio of organizations by creating highly customized multimedia and instructional content. Projects often required adapting to unique brand identities, niche topics, and non-traditional learning environments. Delivered high-quality visual and animated assets for both professional and public-facing audiences. Demonstrated strong creative direction and project ownership from ideation to final production often working independently to meet tight deadlines across multiple concurrent engagements.

Tasks Performed:

- Created custom graphics and animation for several organizations.
- Developed instructional videos from storyboard concept to delivery.
- Developed ASMR video content for slow living utilizing Adobe After Effects and Camtasia.
- Clients include Tudog Wood Design, Horne Counselling, Parrot Social Justice Initiative, Clancy Husky Rescue Society, Faberware Medical Device Research & Development.

Primary development tools: Adobe Creative Suite, MS Office Suite, Camtasia, Krita.

Project 2

Home Hardware, Instructional Designer, March 2024 – September 2024

Project Description: Played a pivotal role in the digital training rollout for a large-scale ERP (SAP) system implementation. The project demanded both high-volume content development and high-quality creative execution. Frequently liaised with internal stakeholders, SMEs and project managers to ensure alignment with business goals, compliance standards, and learner engagement objectives. Initiated several process improvements including a refreshed visual identity and more robust QA frameworks, directly contributing to smoother development cycles and higher learning satisfaction.

Tasks performed:

- Designed and developed competency-based eLearning modules to support ERP (SAP) logistics workflows, aligning courseware with performance outcomes and business processes.
- Delivered 21 end-to-end eLearning modules, applying instructional design methodologies from storyboard through authoring and LMS deployment using such tools as Articulate 360, Camtasia, and Adobe Creative Suite.
- Created interactive assessment and scenario-based knowledge checks, incorporating custom developed multimedia assets to reinforce learning objectives and support knowledge retention. Designed and developed interactive knowledge checks to evaluate learner understanding and reinforce key concepts.
- Provided guidance on using Camtasia effectively for video editing and production, sharing best practices and tips to enhance the team instructional design capabilities.
- Supervised all aspects of e-Learning, encompassing data integration, storyboarding and design, module development, as well as the implementation and on-going maintenance of LMS system.
- Developed a video-based microlearning library focused on logistics and inventory operation, enhancing learner access to just-in-time training content.
- Recommended and implemented enhancements to Style Guide. Revised Style Guide for project to ensure consistent voice.
- Implemented a QA framework and quality matrix to evaluate instructional integrity, accessibility, and adherence to style and branding standards.
- Developed customized animations, graphics, and logos using a variety of software.
- Created 21 custom graphics and animation for course title slides.
- Created 48 custom icons.
- Created feedback evaluation survey tool.
- Created 48 micro-learning videos using Camtasia including step-by-step instruction, narrations, and voice overs.
- Created and developed courses from Standard Operating Process.

Primary development tools: Articulate 30 Rise & Storyline, Adobe Create Suite, Google Suite, MS Office and Camtasia.

Project 3

NAVBLUE, Learning Designer & Development Specialist, March 2022 – March 2023.

Project Description: Developed global learning initiative aimed at improving organizational performance and leadership development. The role required balancing creative instructional design with strategic business objectives. Identified internal gaps in onboarding and talent retention through targeted learning solutions. Contributed to the refinement of learning standards and documentation that have been embedded into NAVBLUE's boarder L & D strategy.

Tasks performed:

- Designed learning solutions that aligned with organizational goals by first analyzing business processes, identifying performance gaps, and tailoring training to support measurable operational outcomes.
- Developed realistic scenario-based training that reflect actual workflows, helping learners connect instructional content with their day-to-day responsibilities.
- Designed and delivered learning programs that facilitated effective knowledge transfer from subject matter experts to learners, ensuring retention and on-the-job application of critical information.
- Created a variety of on-boarding eLearning programs using Vyond, Adobe Creative Suite, Articulate 360, and Google Suite.
- Created global emerging leadership program with the objective return on investment of talent acquisition and retention. Participants utilized formal education and learning support methods to create action learning projects for demonstration and assessment. Projects were geared to fill gaps in strategic planning.
- Developed rubric assessment tools to ensure participant growth.
- Developed instructional booklet and tools for participants enrolled in program.
- Advised on Style Guide for educational projects to ensure consistent voice.
- Consulted and supported development of Learning Quality Matrix for consistent quality of product.
- Assessed on-boarding protocol and made recommendations for revision.
- Collaborated with subject matter experts (SMEs) and various stakeholders to develop learning programs.

Primary development tools: Articulate 360 Rise & Storyline, Adobe Illustrator, Krita, Google Suite, MS Office, Vyond, and Coggle.

Project 4

COMPASS Refugee Centre, Learning Developer, January 2019 – October 2021.

Project Description: Led education and engagement program designed for vulnerable and diverse populations, focusing on community integration and volunteer empowerment. This role blended instructional design with social innovation – developing

new ways to engage micro-volunteerism, address complex learner needs, and integrate trauma-informed teaching principles. Created scalable resources that remain in use as core elements of the agency's volunteer training platform.

Tasks performed:

- Designed a volunteer onboarding and engagement curriculum grounded in adult learning principles, supported by custom-developed manuals, job aids, and evaluation rubrics. Developed rubrics for evaluation and assessment of program.
- Researched and developed micro-volunteering program based on alternative engagement of volunteers. Recruited, screened, onboarded, and trained volunteers.
- Designed scenarios that simulated real-world challenges, improving relevance and learner engagement.
- Collaborated with cross-functional stakeholders to ensure training materials reflected real-world business processes, driving both learner engagement and practical application on the job.
- Performed thorough reviews of videos edited in Camtasia to ensure accuracy, clarity, and adherence to design standards, making necessary adjustments based on feedback from stakeholders.
- Used multi-faceted program delivery strategies to accommodate multiple learning styles and levels.
- Developed instructional aids including games, activities, and manuals.

Primary development tools: Adobe Creative Suite, MS Office, Vyond, Camtasia, Canadian Language Benchmarks.

Additional projects

Port Cares, Learning Designer & Facilitator, June 2006 – June 2014. Canadian Labour Congress/George Brown College, Lead Curriculum Designer & Facilitator, 1990 - June 2005.

Project Description: Managed a wide range of community-focused learning and employment programs from concept to delivery. Developed 26 accredited courses, including WHMIS and Health & Safety, successfully guiding them through the Ministry of Education certification process. Led a complex instructional design project for the Niagara Region Ontario Works program, created Personal Support Worker training and financial literacy curriculum tailored to individuals experiencing homelessness. Demonstrated adaptability by effectively designing for a new learner demographic, applying research and stakeholder consultation to ensure relevance and impact.

Tasks performed:

- Frequently consulted with regional organizations and government entities on curriculum design, adult education policy, and workplace training. Championed plain language and inclusive design, ensuring learning materials were accessible and aligned with best practices in Adult Education. Built several enduring partnerships with industry and government stakeholders, expanding the agency's reputation and reach.
- Led train-the-trainer delivery to enable scalable knowledge transfer, empowering internal teams to deliver consistent, high-quality instruction across departments.
- Instrumental in establishing new programs, including program delivery.
- Created numerous pre-employment training programs.
- Created Personal Support Worker pre-employment program for Niagara Regional Ontario Works.
- Evaluated participants in Personal Support Worker program for enrollment in Niagara Region Ontario Works program.
- Facilitated workshops for groups of 8 to 12 individuals: taught groups of up to 50 people.
- Consulted for a variety of mid-sized manufacturing firms on Health & Safety, WSIB, employment law, and work processes.
- Created financial literacy program including all learning materials activities, and games. Worked with subject matter experts from the local branch of TD Bank.
- Developed curriculum including games and gamification to achieve objectives.
- Managed college affiliated education program, including administrative obligation, development of manuals and materials, hiring of instructors, and budgeting.
- Facilitated Instructional Techniques course for Adult Educators teaching at the college level.
- Developed curriculum and materials and facilitated various courses, workshops, and seminars for fee-for-service, manufacturing, government, agency-wide, community, private sector, and classroom formats.
- Created Clear Language Guide for Adult Educators. Plain language principles ensure that all content is optimally written to increase learner engagement and knowledge retention.
- Evaluated the effectiveness of courses using a variety of evaluation tools for qualitative and quantitative purposes including the development of rubrics and implementation of Kirkpatrick's Four Levels of Evaluation.
- Created and delivered train-the-trainer program. Acted as Lead Facilitator for Ontario Professional Firefighters Association.
- Created and delivered train-the-trainer program on labour adjustment for various industries experiencing downsizing.

Primary development tools: MS Suite, Canadian Language Benchmarks, Adobe Creative Suite.