

Erin Forde

Instructional Designer | Learning Experience Designer | Multimedia eLearning Developer

Articulate Storyline Specialist | Learning & Development Strategist

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Ontario, Canada

PROFESSIONAL PROFILE

Instructional Designer, Learning Experience Designer, and Learning & Development Specialist with 20+ years of experience creating learner-centered training solutions across corporate, government, non-profit, labour, education, and community sectors. Expert at translating complex technical processes, operational workflows, and business objectives into engaging eLearning, blended learning, multimedia, and performance support solutions that improve employee performance and organizational outcomes.

Experienced across the full instructional design lifecycle, including needs analysis, learning strategy, curriculum development, storyboarding, eLearning development, multimedia production, facilitation and instructor-led training, LMS implementation, accessibility, quality assurance, and program evaluation. Skilled in facilitating engaging virtual, in-person, and blended learning experiences for diverse adult audiences, using learner-centered approaches, discussion, collaboration, activities, demonstrations, and experiential learning to support knowledge transfer and skill development.

Advanced user of Articulate 360 (Storyline & Rise), Camtasia, Adobe Creative Cloud, Vyond, Synthesia, H5P, and emerging learning technologies. Combines adult learning principles, facilitation expertise, visual storytelling, and instructional design best practices to create scalable, accessible, and high-impact learning experiences.

CORE EXPERTISE

Instructional Design • Learning Experience Design • Adult Learning • Curriculum Development • Learning Strategy • Needs Analysis • Performance Consulting • Storyboarding • Instructional Writing • eLearning Development • Articulate Storyline • Articulate Rise • Scenario-Based Learning • Software Simulations • Microlearning • Assessment Design • Multimedia Development • Instructional Video Production • Motion Graphics • Graphic Design • LMS Administration • Accessibility (WCAG) • Quality Assurance • Program Evaluation • Kirkpatrick Evaluation • Leadership Development • Change Management • Stakeholder Collaboration • SME Facilitation • Project Management.

Technology & Creative Tools

Articulate 360 | Storyline | Rise | Camtasia | Adobe Creative Cloud | After Effects | Vyond | Synthesia | H5P | iSpring | Krita | SAP Litmos | Blackboard | Microsoft Office | Google Workspace | SharePoint

SELECTED PROFESSIONAL ACHIEVEMENTS

Instructional Design & eLearning Development

- Designed and developed **21 interactive eLearning courses** supporting enterprise ERP logistics implementation, transforming complex workflows, technical documentation, and SOPs into engaging, learner-centered digital training.
- Managed the complete instructional design lifecycle, including needs analysis, learning objectives, storyboarding, content development, LMS deployment, quality assurance, evaluation, and continuous improvement.
- Developed interactive learning experiences using **Articulate Storyline**, incorporating software simulations, scenario-based learning, gamification, branching, and knowledge assessments.
- Produced **49 instructional videos** supporting ERP logistics implementation featuring narration, software demonstrations, and step-by-step guidance to improve user adoption and performance.
- Created testing matrices and quality assurance processes to validate instructional accuracy, functionality, accessibility, usability, and learner experience.
- Designed custom multimedia assets including graphics, illustrations, animations, icons, branding elements, and interactive visual content that enhanced learner engagement and retention.

Leadership Development & Organizational Learning

- Designed and launched a **global Emerging Leaders Program**, supporting leadership pipeline development, employee engagement, succession planning, and organizational growth.
- Developed competency frameworks, assessments, participant workbooks, facilitator guides, evaluation rubrics, and action-learning projects to measure leadership capability and program effectiveness.
- Partnered with executives, business leaders, and subject matter experts to align learning strategies with organizational priorities and performance objectives.
- Established instructional design standards, quality frameworks, and style guides to ensure consistency across enterprise learning initiatives.
- Evaluated onboarding programs and recommended learning improvements that enhanced employee readiness, engagement, and knowledge transfer.

Learning Content & Multimedia Development

- Designed blended learning solutions including eLearning modules, facilitator guides, participant manuals, SOP-based training, job aids, checklists, case studies, decision-making scenarios, and performance support resources.

- Produced instructional multimedia from concept and storyboarding through final production using Adobe Creative Cloud, Camtasia, After Effects, and other digital media tools.
- Collaborated with organizations across corporate, government, labour, education, healthcare, and non-profit sectors to develop customized learning, communication, and multimedia solutions.

Adult Education & Workforce Development

- Established and managed workforce development and adult education programs from concept through implementation, including curriculum design, operations, budgeting, instructor recruitment, and program evaluation.
- Designed competency-based pre-employment, essential skills, and workforce readiness programs aligned with employer requirements and learner outcomes.
- Developed and delivered a Personal Support Worker Pre-Employment Program for Niagara Region Ontario Works.
- Designed and facilitated **Train-the-Trainer** programs that strengthened instructional capability and facilitation effectiveness across organizations.
- Created financial literacy programming in partnership with **TD Bank**, integrating experiential learning, gamification, and practical application.
- Managed college-affiliated education programs, ensuring compliance with Ministry certification requirements while overseeing curriculum development, instructor hiring, budgeting, and program administration.
- Facilitated instructional techniques courses for adult educators focused on adult learning theory, facilitation, curriculum design, and instructional methodologies.

Learning Strategy, Evaluation & Continuous Improvement

- Conducted learning needs assessments and designed customized learning solutions aligned with organizational goals and learner performance requirements.
- Evaluated learning effectiveness using qualitative and quantitative methods, including **Kirkpatrick's Four Levels of Evaluation**, learner feedback, and performance metrics.
- Developed learner feedback tools, evaluation instruments, quality matrices, and continuous improvement processes to strengthen training effectiveness.
- Authored a **Clear Language Guide for Adult Educators** to improve accessibility, readability, and learner success.
- Created and maintained a library of **300+ lesson plans** aligned with Canadian Language Benchmarks and adult learning principles.
- Applied adult learning theory, inclusive design, accessibility (WCAG), and evidence-based instructional methodologies to create engaging learning experiences.
- Consulted with government, community, educational, and non-profit organizations on learning strategy, curriculum development, instructional resources, quality standards, and adult education best practices.
- Developed volunteer onboarding programs, career readiness resources, skills assessments, and instructional tools that improved learner engagement and organizational capacity.

Additional Expertise

- Career counselling and workforce readiness coaching
- Learning quality standards, style guides, and governance
- Curriculum design and program administration
- Cross-functional stakeholder collaboration and SME partnership
- Organizational development and change management
- Adult education, immigration, housing, and workforce development sectors
- Knowledge of relevant government legislation, regulatory requirements, and adult education guidelines

Relevant Career Experience

Instructional Designer, Graphics & Animation, Content Creator, Freelance, September 2014 – Present

Instructional Designer, Contract, Home Hardware, St. Jacobs, ON, March 2024-September 2024

Learning Designer and Development Specialist, NAVBLUE, Kitchener, ON, Contract, March 2022 - March 2023

Learning Developer, COMPASS Refugee Centre, Kitchener, ON. January 2019 - October 2021

Curriculum Developer/Facilitator, Port Cares, Port Colborne, ON 2006 – 2014

Manager/Facilitator/Curriculum Design, Labour Education Centre/George Brown College, Toronto, ON 1991 – 2005

EDUCATION

Bachelor of Arts (BA), Adult Education and Continuing Education and Teaching, Brock University, St Catharines, ON

Digital Media, Ontario College of Art & Design, Toronto, ON

Certificate in Adult Education, Brock University, St Catharines, ON

Certificate Adult Education, George Brown Polytechnic, Toronto, ON

Certificate in Teaching English as a Second Language, George Brown Polytechnic, Toronto, ON

Certificate: Labour Studies, George Brown Polytechnic, Toronto, ON

Certificate: Popular Education for Adults, Canadian Labour Congress, Port Elgin, ON

Instructional Techniques, Canadian Labour Congress, Port Elgin, ON

References available upon request
Portfolio link available upon request