

# Candace Lucinda Hall

Rochester, New York [Website](#) 352-359-0953 [caluhall@gmail.com](mailto:caluhall@gmail.com)

---

## Professional Summary

**Strategic and Innovative Instructional Designer:** With 5+ years of experience driving impactful training and learning solutions across corporate, academic, and nonprofit environments. Skilled in designing scalable eLearning experiences, managing end-to-end learning projects, and optimizing learner engagement through accessible, inclusive design. Proven success in partnering with SMEs and cross-functional teams to deliver high-quality training aligned with business goals. Expert in instructional strategy, content development, LMS administration, collaboration with stakeholders, and helping make digital learning tools intuitive and impactful.

## Education

### University of Central Florida - Orlando, FL

- **M.A.** Instructional Design & Technology; Specialization: eLearning
- **B.A.** Interdisciplinary Studies – Writing, Art History, Political Science

## Professional Experience

### -Colorado State University - Fort Collins, CO Instructional Designer | Jan 2021 - Present

Key Contributions	Impact / Result
Led the design and delivery of online learning programs for several graduate disciplines	Focused on performance outcomes and learner engagement
Delivered 25+ digital learning solutions tailored to drive engagement and measurable learning outcomes.	Achieved 100% Quality Matters Review pass rate; 83% exceeded accessibility standards
Support faculty in curriculum alignment and assessment strategy.	Strengthened course effectiveness and instructional quality

### -Focused Training Solutions - Baltimore, PA Instructional Designer | Oct 2020 - Jan 2021

- Designed digital learning modules for global consulting clients and U.S. government contracts
- Managed development of multimedia assets using Vyond and Articulate 360, emphasizing usability and business relevance
- Collaborated with clients to identify training needs and translate them into effective learning experiences

## Additional Design Experience

**-Super 7 Girls - Chicago, IL Curriculum Designer | Jul 2020 - Jan 2021**

- Created lesson plans, assessments, and supplemental materials aligned with program impact goals
- Developed life-skills learning paths in arts education for elementary learners

**-QKids - Remote (Fujian, China) ESL Instructor | Jan 2020-Jan 2021**

- Delivered online, gamified ESL instruction in a dynamic virtual classroom setting
- Applied learner-centered methods to build confidence, language acquisition, and motivation across age levels

**-University of Central Florida- Orlando, FL Instructional Design Intern | May 2019- Sept 2019**

- Conducted quality assurance reviews and supported faculty with online course conversion for STEM education
- Created learning materials, course templates, and strategic planning tools for non-credit training programs

**Early Experience - Training, Leadership & Client Engagement**

- ❖ **Calvin Klein- St Augustine, Florida | Supervisor**
- ❖ **VERSACE - Livermore, CA | Supervisor / Keyholder**
- ❖ **Gucci - San Francisco, CA | Client Advisor**
- ❖ **CHANEL - San Francisco, CA | Executive Assistant**

Led team training and process improvements that boosted key sales metrics, including unit-per-transaction and client retention. Utilized trend analysis and digital tools to develop and implement strategies that enhanced the overall client experience and increased revenue.

**Core Skills**

- Corporate Training & Development
- LMS Administration (Canvas, Echo 360, FreshService)
- eLearning Tools: Articulate 360, Vyond, Canva, Camtasia, Adobe Creative Suite
- Project Management & Process Improvement
- Stakeholder Engagement & SME Collaboration
- Accessibility & Universal Design
- Storyboarding & Content Strategy