

## **Melissa Carty, M.Ed.**

910-322-9090 | [mcarty487@gmail.com](mailto:mcarty487@gmail.com)

### **CURRICULA DESIGN ANALYST | INSTRUCTIONAL DESIGNER | SOFTWARE TRAINER**

Innovative and detail-oriented professional with extensive experience as a Curriculum Design Analyst, Instructional Designer, & Software Trainer. Proven ability to engaging and effective educational programs and training materials that enhance learning outcomes and meet diverse learner needs.

#### **CORE COMPETENCIES**

Curriculum Development | Educational Standards | Instructional Design | Instructional Design Models | Training Delivery  
Needs Assessment | Project Management | e-Learning Development | Interpersonal Communication & Collaboration

#### **HIGHLIGHTS & CONTRIBUTIONS**

- 4+ years Curricula Design Analyst at Blue Cross NC: 2024, 2023, 2022, 2021, 2020 - Blue Cross NC – Learning Elite Gold Winner.
- 2 years software trainer and facilitator: National Institute of Health, Blue Cross NC.
- 1 year as an Instructional Designer at National Institute of Health; specializing in systems training and technical writing.
- 18 years of experience in elements of instructional design based on course objectives.
- 7 years of experience in curriculum design and developing training materials specific to adult learners.
- 6 years of experience e-learning technology and online training courses.
- 5 years of experience with LMS technology: Workday Learning, Saba | Certified in Partner from the Start.

#### **PROFESSIONAL EXPERIENCE**

**Blue Cross and Blue Shield of North Carolina, Durham, NC**

**07/2019 – 05/2025**

**Curricula Design Analyst, (07/2020 – 05/2025)**

- Conducted training needs analysis and stakeholder consultations. Documented findings in Salesforce to inform curriculum strategy.
- Designed digital learning solutions in Workday Learning aligned with adult learning principles, resulting in increased learner engagement.
- Set curricula design standards according to evidence-based adult learning principles, wrote SOPs and job aids to align new processes to various roles.
- Maintained version control, implemented traceability procedure, and informed improvements across modalities based on data insights.
- Led Governance management efforts by establishing an audit process
- Coordinated development updates for approximately 500 successful course deliveries, averaging 8.2% scrap learning and a NPS of 69 (12 points above the national benchmark)
- Created and updated web-based training (WBTs) for the business process management team: Project Charters, Envision, Dimensions of Value, APQC, Risk Management, Root Cause Analysis. Anticipated audience of over 5,000 learners per WBT, which increases enterprise-wide awareness of process management and governance.
- 2023 & 2025 - Organized SharePoint migration for Customer Service, Claims, and Finance content which positively impacted effectiveness for Blue U team members, SMEs, and Operational Leadership.
- Provided peer leadership by onboarding and mentoring an intern in 2022, offering training and guidance that supported their successful project contributions and development.
- Researched and curated internal and external learning content to support course development, ensuring relevance and alignment with organizational learning objectives.
- Collaborated with business units to perform audience, process, and systems analysis, informing the design of targeted training programs that addressed specific operational gaps.
- Developed new training solutions by synthesizing input from instructional designers, SMEs, and stakeholders, resulting in high-impact content aligned with business objectives.
- Reviewed and updated curriculum on a semi-annual, annual, or 18-month basis to ensure alignment with evolving business processes and strategic goals, contributing to consistent learner outcomes.

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- Acted as primary liaison between SMEs and Blue U team members to ensure timely updates and accurate translation of evolving business needs into training materials.
- Curated content into thematic sections in Degreed Learning. Facilitated Claims training utilizing Zoom and Microsoft Teams platforms.

### **Facilitator (Contractor under Select Source International), (07/2019 – 07/2020)**

- Managed course deliveries for 200+ learners through Workday Learning and facilitated five (5) Sales and Membership training sessions both in-person and virtually using Skype and Zoom resulting in above benchmark post training survey results.
- Edited and uploaded instructional videos to BLOOM for approximately 200 learners and maintained presentation content, supporting consistent and engaging learner experiences across formats.

### **National Institute of Health (Train IT), Rockville, MD | Instructional Designer | Software Trainer 11/2017 – 12/2018**

- Wrote 508 compliant facilitator guide, user guide, and quick reference guides for Property Management software training course. Delivered this training to 100+ learners in Maryland and North Carolina. Completed curriculum maintenance work based on SME and learner feedback and system updates.
- Utilized Articulate Storyline 360 to design and develop a WBT on Property Management for all National Institute of Health new hires.
- Provided Saba LMS Administration support to clients
- Collaborated with subject matter experts to develop targeted documentation and training solutions, leading to streamlined processes and improved content accuracy across multiple departments.
- Delivered training for 30+ administrative staff on a new web-based travel system, supporting a smooth transition and reducing system-related inquiries by 40% post-implementation.

### **UNC-TV, Research Triangle Park, NC | Instructional Designer**

**06/2016 – 06/2017**

- Designed and deployed a digital survey to collect user feedback on the Lightboard Studio experience, yielding insights that shaped future instructional support.
- Provided one-on-one guidance to clients on scripting, layout, and delivery to enhance the effectiveness of their recorded training content.

### **Harnett County Schools at Highland Elementary School, Lillington, NC | Educational Tutor**

**10/2016 – 06/2017**

- Applied the Fountas & Pinnell LLI program to improve reading accuracy, fluency, and comprehension among 5th-grade students. Developed formative assessments and skill-specific learning modules to personalize math instruction and reinforce foundational concepts.
- Used benchmark data to identify learning gaps and deliver targeted re-teaching, adapting instruction to each student's position within the vertical alignment of math standards.
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### **Harnett County Schools, Moore County Schools | Teacher**

**01/1999 – 06/2015**

#### **Cumberland County Schools, Nexus Learning Cyber Charter School**

- Developed online curriculum and instructional materials, maintained a classroom website to support digital learning, and mentored new teachers, contributing to smoother onboarding and instructional consistency.
- Ensured compliance by managing confidential student documentation
- Administered standardized assessments in compliance with state and county regulations, ensuring data accuracy and using results to inform instructional planning and curriculum adjustments.
- Planned and coordinated experiential learning opportunities, including field trips, guest speaker sessions, and fundraising events, to enhance student engagement and connect curriculum to real-world experiences.

## **EDUCATION & CREDENTIALS**

**Master's Degree, Training & Development – North Carolina State University**

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**Master's Degree in Education** – California University of Pennsylvania

**Bachelor's Degree in History** – Clarion University of Pennsylvania

**Graduate Certificate in Instructional Design** – North Carolina State University