

Melissa Carty, M.Ed.

Curricula Design Analyst, Instructional Designer, Software Trainer

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Summary of Accomplishments

- 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 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

Experience

Pine & Proper Consulting, LLC, Raleigh, NC

11/2025 – Present

- Lead end-end consulting engagements for small businesses, providing expertise in curriculum governance, instructional design, operational systems, and brand alignment.
- Translate complex processes into clear workflows, SOPs, and documentation that improve efficiency, consistency, and client experience.
- Partner with entrepreneurs and organizations to refine messaging, streamline operations, and develop scalable digital products and services.
- Design and produce digital courses, toolkits, and premium learning products using research based instructional design principles; conduct needs assessments, outline curriculum, and manage production timelines from concept to launch.
- Build templates, guides, and frameworks that help clients clarify their ideas and deliver high-quality learning experiences.

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

CURRICULA DESIGN ANALYST

7/2020 – 05/2025

- Spearheaded curriculum governance for Workday Learning: stood up audit process, completed minor edits, and coordinated development updates for ~500 course deliveries; averaged 8.2% scrap learning and NPS 69 (12 points above national benchmark).
- Created and updated web-based training in Degreed and Workday Learning for BPM topics including project charters, Envision, Dimensions of Value, APQC, risk management, and root cause analysis.
- Organized SharePoint content migration for Customer Service, Claims, and Finance; onboarded and managed intern; partnered with SMEs and stakeholders to maintain course alignment and version control.
- Conducted training needs analysis and consultations (documented in Salesforce); designed digital learning solutions and facilitated virtual training using Zoom and Microsoft Teams.
- Established curricula design standards and wrote SOPs/job aids using evidence-based adult learning principles; curated learning content into thematic sections in Degreed.

FACILITATOR (Contractor employed by Select Source International)

7/2019 – 7/2020

- Facilitated Sales and Membership courses in-person and virtually, utilizing Skype and Zoom platforms
- Utilized Workday Learning to manage course deliveries
- Edit and upload videos to BLOOM
- Create and maintain presentations

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National Institute of Health (Train IT), Rockville, MD

INSTRUCTIONAL DESIGNER AND SOFTWARE TRAINER

11/17 - 12/18

- Wrote facilitator guides, user guides, and quick reference guides
- Provided Saba LMS Administration support to clients - Articulate Storyline and Rise 360
- Consulted with SMEs to gain insight for documentation, training, and process improvement
- Collaborated to align processes and establish policy
- Trained administrative support staff on the new web-based travel system

UNC-TV, Research Triangle Park, NC

Instructional Designer at the Lightboard Studio at the Park

06/16 - 06/17

- Designed a digital survey to provide client feedback for the lightboard experience
- Provided instructional support to clients who requested assistance in choreographing their production.

Harnett County Schools at Highland Elementary School, Lillington, NC

10/16 - 06/17

Educational Tutor

- Provided targeted reading intervention using LLI (Fountas & Pinnell) to improve 5th grade reading accuracy, fluency, and comprehension.
- Created formative math assessments and skill-specific practice activities; analyzed benchmark data to tailor re-teaching and support student goal setting.

Harnett County Schools, Moore County Schools, Cumberland County Schools, Nexus Learning Cyber Charter School

Teacher

01/99 - 06/15

- Designed instruction and assessments across multiple districts and a cyber charter school; developed online curriculum, instructional resources, and classroom web content.
- Maintained confidential student documentation; ethically administered state/county/common assessments and used results to inform instruction.
- Mentored new-hire teachers and coordinated student enrichment activities (field trips, fundraisers, guest speakers).

Education

North Carolina State University: Master's Degree in Training and Development

North Carolina State University: Graduate Certificate in Instructional Design

California University of Pennsylvania: Master's Degree in Education

Clarion University of Pennsylvania: Bachelor's Degree in History