

Gina Barrett

📍 Austin, Texas, USA ✉ hello@ginabarrett.co ☎ 512.825.8521 🌐 in/ginabarrett ☁ ginabarrett.co/

SUMMARY

Strategic and innovative Certified Instructional Designer and Content Development Professional with 10+ years of experience designing impactful, visually compelling interactive e-learning, instructional videos, training presentations, revenue enablement materials, and B2B SaaS digital product content. Highly skilled in transforming complex and technical subject matter into clear, engaging, user-centric content.

EXPERIENCE

Manager, Content Development

Planview, Inc.

2021 - Present, Austin, TX

- Lead the Content Development Center of Excellence (CoE) to produce high-quality digital content targeted to a global B2B SaaS enterprise audience.
- Partner with cross-functional teams in an agile environment to design content that drives customer adoption and retention for Planview products.
- Define and implement content development best practices, standards, and processes to scale content across multiple agile teams and channels.
- Develop and foster a positive team culture that contributes to meaningful employee engagement, team collaboration, and professional growth.

Instructional Designer

Texas Association of School Boards, 501(3)c

2019 - 2021, Austin, TX

- Partner with SMEs to develop online interactive e-learning courses with branching, variables, and layers using Articulate Storyline and Rise.
- Manage the entire project development process and timelines from end-to-end using the ADDIE model and Asana project management software.
- Create instructional design materials and presentations that apply adult learning theory principles to increase knowledge retention.
- Provide customer-facing training support at professional training events and conferences.

Training Specialist in Partner Success

VRBO, a division of Expedia Group

2018 - 2019, Austin, TX

- Create training content to enable a global consultative sales organization of 350 sales representatives.
- Manage multiple complex training projects in a fast-paced agile environment.
- Develop relationships with stakeholders and leaders to perform needs analysis and gather requirements.
- Research and source content from a variety of internal tools and platforms to develop and deliver training content.

E-Learning Instructional Designer

Planview, Inc.

2014 - 2018, Austin, TX

- Partner with Customer Experience SMEs to write and produce a library of instructional training videos for SaaS B2B enterprise software products.
- Support internal training and consulting organizations by creating content to support the delivery of training solutions to customers.
- Assist as a customer-facing LMS administrator to provide technical support and resolve user issues.
- Use Camtasia, Articulate Storyline, Adobe Captivate, Adobe Illustrator, and Adobe Photoshop to create training videos and assets..

EDUCATION

Certification, Instructional Design

University of California, Irvine • Remote

Bachelor of Fine Arts, Communication Design

Texas State University • San Marcos, TX

SKILLS

Adobe Illustrator, Asana, Articulate Storyline, Camtasia, Copyediting, Graphic design, HTML, Instructional design principles, PowerPoint, Project management, Rise