# Patsy Coffey

## Instructional Designer and Developer

## Contact

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## Professional Summary

Creative, enthusiastic Instructional Designer and Developer with leadership experience seeking a challenging position to utilize diverse, learning experience skill sets to produce impactful, measurable, and engaging training that works to support business goals.

## Key Skills

Articulate Storyline 360
Articulate Rise 360
Elucidate
Viar360
Adobe Captivate
Adobe Photoshop
Adobe Illustrator
Canva
Audacity
Vyond
Snagit
Camtasia
Microsoft Suite
Basecamp
Slack
Google Suite
Working knowledge of
HTML, CSS, Javascript, Bootstrap

## Professional Skills

Project Management
Adult Learning Theory
Leading Co-Located and Virtual Teams
Impactful Communications Skills
Self-Awareness
Time management
Intentional relationships

## Education

### Master of Science in Instructional Design & Technology (MSIDT)

• Bloomsburg University • Bloomsburg, Pennsylvania

○ Corporate Track ○ Dean's List Honoree, 5 Semesters ○ Web Development ○ Advanced Authoring ○ Visual Design ○ Design Theory ○ Adult Learning Theory ○ eLearning Concepts ○ Corporate Advisory Council ○ Leading Co-Located Teams ○ Mulitmedia – Raw Coding of Websites

### Bachelor of Arts in Anthropology • Emergent Media, Minor

• Bloomsburg University • Bloomsburg, Pennsylvania

○ Research Track ○ Magna Cum Laude Honors ○ Dean's List Honoree ○ Research, Scholarship & Creative Award ○ Member, Phi Kappa Phi, and Lambda Alpha ○ Media Relations & Content Strategy Internship ○ Independent Study

## Experience

*June 2021—Present*

**Aptara** • *Remote* • Instructional Designer and Developer

While working in a **fast-paced,** sometimes **ambiguous** environment, I enjoy synthesizing technology with learning by designing and developing **creative solutions** to drive **effectiveness** for overall roles for corporate, educational, and global clientele using the **latest trends** and **best practices**. As you will note, I have worked with numerous clients and performed multiple roles within Aptara. My responsibilities with **all** Aptara roles include:

- Consult and collaborate with subject matter experts, and stakeholders to analyze data to determine the need to design and develop learning experiences that are accessible to all styles of learning consumers.

- Armed with this information, I then identify the main learning objectives. Along with my robust knowledge of effective

learning principles and design theories, I then design and develop or reshape the courses to best deliver the content to the learners - facilitating engagement and measurable actions.

### October 2021—Present

**Aptara •** *Internal Initiatives* **•** Learning Experience Designer and Developer

Design and develop microlearning demos including Vyond videos, Articulate Storyline infographics, eLearning podcasts and blogs for the Aptara website, which help market and sell Aptara's Learning Solution Services.

These and ongoing projects include developing and designing with **research, script writing, storyboarding,** and **prototyping** while **collaborating** with global teams.

### November 2024—January 2025

**Aptara •** *External Initiative •* *Booz Allem Hamilton •* Instructional Designer and Developer

I assisted in the design but bore the responsibility of the development for Career Manager Training eLearning courses.

- Utilized Articulate Storyline and Synthesia, an AI tool to develop engaging and measurable experiences for those in line for a career in management within the organization.

### September 2023—May 2024

**Aptara •** *External Initiative •* *Uber •* Instructional Designer and Developer

As an Instructional Designer at Uber, I developed and implemented a variety of learning materials among other responsibilities in my role, including:

- Virtual Instructor-Led Trainings (VILT), eLearning modules, activities (for example an Escape room), huddle guides, and job aids, tailored for the US&C and Central L&D teams.

- The tools utilized for development were Articulate Storyline and Rise, Synthesia, Canva, Figma, CHatGPT and DALL-E.
- Transformed existing Instructor-Led Training (ILT) content into dynamic VILTs and eLearning formats.
- Created and updated new hire and upskilling playbooks.
- Maintained the accuracy of training materials across multiple platforms.
- Collaborated with Subject Matter Experts (SMEs) to ensure content relevance and quality.
- Ensured training materials were effective and scalable.
- Oversaw the design, development and implementation of a wide range of training materials.
- Coordinated with cross-functional teams to ensure alignment with organizational goals.
- Ensured curriculums were engaging, effective, and scalable.

- Served as lead designer on a team to build comprehensive curriculums, creating cohesive and impactful learning experiences.
- Self-taught in using the Synthesia AI tool and sharing my knowledge with the team to enhance eLearning content creation capabilities, improving our ability to produce high-quality, engaging video content efficiently, contributing to the overall effectiveness of our training programs.
- Leveraged organizational ChatGPT for efficient content development utilizing its capabilities to generate high-quality training materials efficiently. Additionally, I employed DALLE to create relevant and engaging images for our training programs, further enriching the learning experience and ensuring our content remained visually appealing and effective.
- Ensured projects were meticulously organized and kept up to date within the course catalog and the Uber Learning Management System.
- Demonstrated ability to adapt in an ambiguous environment with a commitment to flexibility and continuous improvement, enhancing the learning experience and supporting Uber's mission of delivering exceptional service.

A colleague shared the following feedback with me, "Thank you again for doing such a thorough job and getting it done so quickly. You've made such a big difference and have helped set up any future employees for success."

**May 2022—July 2023**

**Aptara • *External Initiative • Red Hat* •** Instructional Designer and Developer

By aligning the needs of the organization with agile learning principles, design thinking, and user experience (UX) design I functioned in the lead Instructional Designer and Developer role who:
- Designed and developed technical courses utilizing Articulate Rise 360. The topics for tech levels one and two include: Technical Seller Primer, Technical Objection Handling, Technical Use Cases, General Technical Overview, Technical Qualification and Discovery, Securing the Software Supply Chain, and Technical Engagement of Automation Prospects
- Effectively used multimedia along with Google slides, to design and develop engaging continuous content refreshes for vILT courses and participated in the planning stages for vILT pilot courses.
- Designed and developed a course in Articulate Rise 360 for a Red Hat Ansible basics course.
- Utilized frequent interactions with Subject Matter Experts (SMEs), and worked with cross-functional teams to close learning gaps while using industry best practices to develop quality learning experiences.
- Set the vision and direction for complex projects.
- Utilized data-driven approaches to reach KPI and measurement goals
- Driven new partner growth both in subscriptions and services pipeline and promoted skill development.

*June 2021—May 2022*
**Aptara** • *External Initiatives* • Instructional Designer and Developer

• *TE Connectivity* - Relying on SMEs input, I designed and developed:
- Five eLearning courses for HR training onboarding using Articulate Rise 360.
- An interactive Quick Reference Guide (QRG), in the form of a PowerPoint flipbook, and then translated into PDF format preserving the interactivity.
- Served as lead Learning Experience Designer and Developer on several projects.

The company feedback was that the courses I designed and developed have set the bar for future training design and development.

• *Emeritus* - Represented Quality Assurance (QA), in the design phase of video productions for multiple university professor lectures.
- Analyzed video frames and content for quality and functionality.
- Advised for iterations or confirmations for release in collaboration with a global team.

• *Intel* - Designed and Developed five eLearning courses for Europe, Middle East and Africa (EMEA) Management Certifications for both Exempt and Non-Exempt Employees utilizing PowerPoint.

• *Intuit* - Utilized Articulate Rise 360 to develop
- 53 Facilitator Guides
- Fostered working relationships with global and virtual teams while collaborating with SMEs.

• *Freddie Mac* - Through collaboration with SMEs, I employed PowerPoint to design and develop five onboarding courses including:
- Organizational Chart
- Benefits Guide
- Hiring Manager's Onboarding eGuide
- Communication Plan Template
- Contribution to Master Facilitator Deck

*March 2022—June 2022*
**Junior Achievement, USA** • Instructional Designer and Developer • Remote Contractor
Drawing from SME knowledge, I contributed to the design and development of:
- Storyboards
- 12 eLearning courses using Articulate Storyline 360
- Multimedia in Canva.

*May 2021—June 2021*

**Principles For Growth** • Instructional Designer and Developer • Remote Contractor

Developed an eLearning course for clientele, an online apprenticeship trade academy, AxisU, where I set the vision and direction for a complex project.

- Collaborated with SMEs, and developed the facilitator's eGuide for an apprenticeship certification for the operation of a Computer Numerical Control (CNC) machine.
- Future apprenticeships were contingent upon the success of the course.
- Grants were awarded to the academy to develop future courses using the blueprint of the course I designed and developed.

*February 2021—June 2021*

**Sustainable Living Guide** • Instructional Designer and Developer

Designed and developed eLearning courses utilizing Learndash, and H5P interactions. Building from SME expertise, I developed interactive courses including:

- *Watershed Restoration*
- *Food Reclaiming*
- *Neighborhood Garden*
- *Trauma Informed Principles*

Established relationships with global/virtual teams. Promoted to Project Facilitator.

*December 2019—December 2020*

**Department of Instructional Design, Technology and Leadership**

• Bloomsburg University • Instructional Designer and Developer

I designed and developed interactive eLearning courses utilizing:

- The ADDIE model
- Articulate Storyline
- Articulate Rise 360
- Adobe Media Products
- Adobe Captivate

I supported the design and development of these courses with foundational script writing, storyboarding, software tools, and collaboration with SMEs.