

Joanna Reynolds

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Bedford, TX 76021

LEARNING EXPERIENCE DESIGNER

Dynamic Learning Experience Designer with 20 years of expertise crafting engaging curriculum. Proficient in Storyline, Rise, iMovie, and Adobe Suite for creating human-centered learning products. Skilled in instructional design, curriculum development, and adult learning theory. Collaborative team player adept at forging relationships with stakeholders to deliver impactful learning solutions.

KEY COMPETENCIES

Instructional Design	Adult Learning Theory	Technical Troubleshooting
Digital Content Creation	Learning Management Systems	Needs Analysis
Project Management	Authoring Tools: Storyline, Rise,	Project Management
Communication and Collaboration	iMovie, Adobe Suite	Training Facilitation

PROFESSIONAL EXPERIENCE

Westlake Academy

Learning Experience Designer

2008-Present

- Developed engaging e-Learning solutions and curriculum materials utilizing Storyline, Rise, Video Editing Software, and Adobe Suite.
- Collaborated cross-functionally to assess training needs and facilitate organizational change initiatives.
- Created diverse Learning & Development (L&D) assets, encompassing courses, videos, webinars, and product simulations, to enhance awareness and drive adoption.
- Implemented tracking and reporting mechanisms to quantify training effectiveness and measure impact on business outcomes.
- Established and maintained relationships with stakeholders across departments to ensure training program alignment and effectiveness.
- Managed internal and external inquiries and content requests from teams and customers, ensuring prompt response and support.

Westlake Academy

Head of Arts Department

2013-Present

- Oversaw curriculum development and delivery for a diverse range of art disciplines as the leader of the Fine Arts Department.
- Collaborated with department staff to ensure alignment with educational standards and objectives, serving over 500 students annually.
- Developed and implemented innovative strategies to promote creativity, self-expression, and critical thinking among students, resulting in a 20% improvement in student satisfaction survey scores.
- Coordinated departmental resources and managed budgets to support various projects and initiatives while maintaining program quality.
- Organized and facilitated school-wide events and activities, showcasing student artwork and fostering community engagement, with annual attendance exceeding 1,000 participants.
- Mentored and supported teaching staff, providing guidance on instructional methods, assessment strategies, and professional development opportunities.

Pink Cactus Studio

Founder

2018-Present

- Founded and managed a successful paint party business, utilizing digital content creation to enhance brand visibility and drive expansion.
 - Developed engaging digital content, including promotional videos, tutorials, and social media posts, utilizing Adobe Suite, Articulate 360, and Video Editing Software.
 - Implemented targeted advertising campaigns and tracked metrics to measure brand visibility, customer engagement, and business growth.
 - Achieved a 40% increase in revenue within the first year through strategic marketing initiatives and customer outreach efforts.
 - Oversaw all aspects of the business operations, including marketing, financial management, and customer service.
 - Maintained a customer retention rate of 80% through the delivery of exceptional service and implementation of personalized engagement strategies.
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EDUCATION

Texas State University

Bachelors of Science

Minor: Art

CERTIFICATIONS

EC-4 Generalist

K-12 Art