

CP

Carolyn Parker

Instructional Designer

Senior instructional designer with 9 years across SaaS, insurance, and manufacturing. Lead designer on projects with multiple SMEs and tight regulatory review; comfortable owning the design doc from kickoff through post-launch measurement.

PROFESSIONAL EXPERIENCE

SENIOR INSTRUCTIONAL DESIGNER | NORTHWIND DIGITAL LEARNING, MINNEAPOLIS, MN
2020 – PRESENT

- Own the full design lifecycle for enterprise SaaS product training, from discovery workshops through xAPI reporting after launch.
- Cut average development time on standard 30-minute modules from 11 weeks to 7 by introducing a shared storyboard template and a mid-review checkpoint.
- Redesigned a claims-adjuster certification path for a national insurer; first-attempt pass rate on the final assessment climbed from 68% to 84%.
- Mentor three mid-level designers, running a monthly craft review where we tear down a real module together.
- Partner with the accessibility lead to keep every deliverable accessible, including captioning and keyboard-only navigation checks.

INSTRUCTIONAL DESIGNER | LAKESHORE INDUSTRIAL TRAINING, ST. PAUL, MN
2017 – 2020

- Built blended safety training for a plastics manufacturer, pairing 15-minute eLearning primers with hands-on floor walkthroughs.
- Wrote and produced 40+ short video demos in Camtasia covering machine setup and lockout-tagout steps.
- Ran train-the-trainer sessions with plant supervisors so they could deliver the in-person portion consistently across three sites.

CORPORATE TRAINER | CASCADE INSURANCE SERVICES, BLOOMINGTON, MN
2015 – 2017

- Delivered new-hire training for licensed customer service reps, running two cohorts per quarter of 12 to 18 people.
- Rewrote the product knowledge workbook after coaching floor supervisors on what new hires kept getting wrong in week three.

EDUCATION

M.Ed. in Learning Design and Technology, University of Minnesota, 2016

B.A. in Communication Studies, University of Wisconsin-Madison, 2013

Certified Professional in Talent Development, 2021

CONTACT INFORMATION

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KEY SKILLS

- Articulate Storyline 360 and Rise
- Adobe Captivate and Camtasia
- Learning activity reporting and analytics
- Learning needs analysis and SME interviewing
- Storyboarding and design documentation
- Kirkpatrick and multi-level evaluation models
- Accessibility compliance for captions and keyboard navigation
- Blended and microlearning design
- Learning platform administration (Cornerstone, Docebo)
- Figma for eLearning wireframes and prototypes
- Video scripting and voiceover direction
- Project management across cross-functional teams