Dawn White

Learning and Development

CONTACT

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EDUCATION

2013

Graduate Certification - Online Learning and Professional Development
Appalachian State University/Boone, NC

2009

M.A. English – Technical and Professional Communication
East Carolina University / Greenville, NC

1993

B.S. Education
The University of NC / Greensboro, NC

KEY SKILLS

Adobe ELearning Suite

Camtasia

Articulate 360

Vyond/Powtoons

LMS/CMS

Audacity

PROFILE

I am passionate about learning and am a proven leader in instructional design, project management, curriculum design, and content development. I offer deep experience in leading and participating in the design, development, and delivery of creative, interactive, and impactful learning experiences for both synchronous and asynchronous learning. I am committed to performance improvement through the development of expert training resources rooted in design thinking methodology. I am adept at communicating and collaborating with teams, clients, and subject matter experts to develop instructional content that meets business objectives and inspires learning environments.

PROFESSIONAL EXPERIENCE

2021 – Present   AMAZON WEB SERVICES

Seattle, WA (Remote)
At AWS, I am the voice of the learner, ensuring that their needs are at the forefront of our content efforts and helping our team iterate and improve on our content offerings.

Sr. Instructional Designer/Curriculum Developer, AWS Global Services

As part of the Employee Experience team, I develop Manager and Leader learning. The training content includes creating engaging videos, animations, narration, eLearning modules, PDFs and PowerPoint slide decks for webinars, learning modules, and internal training. I consult with different program managers on a daily basis to bring their programs to life.

Instructional Designer II, AWS Training & Certification Curriculum

- Lead projects through the design lifecycle from scoping, research and analysis, design, development, and launch; providing clear timelines through all phases, communicating with key partners, and selecting appropriate measurement for successful implementation.
- Identify learning objectives, assess learners, performance outcomes, and evaluative strategies to deliver instruction including consulting with program owners and subject matter experts to identify performance gaps and learning objectives.
- Manage the development of instructional materials (tutorials, digital interactives, user guides, audio and video scripts, story boards, navigational text, tests, etc.) that transform technical information into engaging instructional materials.
- Direct and guide learning design for internal and/or external subject matter experts enlisted to produce and publish technical content.

2016 – 2021   SMART TECHNOLOGIES

INSTRUCTIONAL DEVELOPMENT MANAGER, Global Professional Learning

Calgary, AB (Remote)

Manage the design, delivery, and evaluation of high-quality learner-focused, interactive training assets throughout the entire instructional life cycle.

- Effectively lead cross-functional teams in the discovery, design, development, and delivery of strategic learning solutions for complex problems by utilizing strategic planning methods, process evaluation and improvement, product design, and delivery.
- Develop, manage, and maintain multiple project plans and scopes to align with identified needs to create learning programs with defined, measurable, and scalable learning and performance outcomes.
- Develop instructional content to create learner-centered deliverables including ILT, virtual, eLearning, and blended instruction.
- Helped in the UX and management of an in-house CMS.

TECHNICAL SKILLS

Articulate 360
Adobe Captivate
Camtasia
SnagIt
Adobe InDesign
Audacity
Sitecore
Dreamweaver
Adobe eLearning Suite
Adobe Creative Suite
PowToons/Vyond
iMovie
LMS/CMS
Trello/Wrike/ClickUp
Keynote/Pages
Microsoft Office
Sharepoint

PASSIONS

Faith
Family
Fitness
Camping
Rock Climbing
Mountain Biking
Snow Skiing
Reading
Writing
Cooking

KEY SKILLS

Cross-Functional Team Leadership

Consultative Practices

Content Development

Instructional Design

Design Thinking

eLearning

2013 – 2016   CENGAGE LEARNING

IMPLEMENTATION AND TRAINING SPECIALIST

Boston, MA

- Responsible for leading and managing digital training initiatives and providing digital solution expertise across all disciplines throughout the sales cycle.
- Focused on digital product presentations, educational technology training, LMS integration and campus implementation of those products.
- Utilized learner feedback to evaluate the effectiveness of learning engagements to support and improve the customer journey from initial awareness to full implementation.

2006-2013

ENGLISH FACULTY

North Carolina Community College System

- Planned, designed, and developed learning modules for both online and face-to-face implementation.
- Assisted with outcomes assessment and program review, annual reports, part-time faculty evaluations, self-study reports for accreditation, course and program assessment reports, and other reports and projects associated with the program.

EXPERIENCE

Project Management

- Spearheaded content curation efforts to create extensive gap analysis to inform future content and training creation based on end-user and sales department needs.
- Involved multiple stakeholders in the development of a company-wide onboarding scope and sequence that facilitated the location of supporting materials and documentation.
- Created an extensive and interactive maturity matrix to support both marketing and sales teams in providing relevant material based upon customer needs and level of development along the customer journey.
- Excellent and organized leadership of cross-functional teams focusing on business objectives and progress tracking to ensure project milestones were completed on time, on margin, and on quality.
- Defined processes and tools for clear execution of each project. Use of agile and waterfall processes depending on project goals. Created detailed project road maps, plans, schedules, and assignments.
- Analyzed data (Google Analytics, Qualtrics, PowerBI) to reveal trends by creating strong performance management processes.

Learning Development

- Extensive experience leading the development of a variety of learning solutions, including VILT classroom training, facilitator guides, eLearning course design, along with strategic curriculum development.
- Adept at coordinating, managing, and executing all aspects of instructional design across a remote team, including needs analysis, script writing, storyboarding, design, development, and evaluation procedures including regular communication with learners, stakeholders, and SMEs to enable consistency in global training programs.
- Lead in the measurement of training impact, reporting and trend analysis to inform the design of a scalable learning strategy for global audience.
- Extensive experience managing and implementing multiple projects and teams concurrently and over time and adapting materials to align with business objectives by conducting needs analysis and developing performance objectives.