

LAUREN NICOLE STALFORD

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INSTRUCTIONAL DESIGNER | **Portfolio:** <https://www.laurennstalford.com/>

PROFESSIONAL SUMMARY

Results driven instructional designer with 3.5 years of experience in leading the full life cycle of learning and training development projects from analysis through learning implementation in corporate environments. Skilled in building relationships with SMEs and stakeholders to identify performance needs and create engaging learner-centered training products to match agreed-upon performance goals. Strong skill set in communication, organization and creative learning solutions that reduce learning development time and project re-work.

AREAS OF EXPERTISE

Vyond	MS Word	Articulate Rise	IMovie	Kahoot!
Canva	MS PowerPoint	Needs assessments	Articulate Storyline	Writing/copyediting
Project management	Communication	Audacity	Loom	LMS management

CAREER HIGHLIGHTS

1. Lead content conversion project of new hire training program to take ineffective ILT trainings and develop 2 weeks of engaging and interactive learning. Developed tailored onboarding paths including 20+ elearning modules, 15+ blended learning trainings, and hands on knowledge checks.
2. Successfully onboarded a new line of business into existing instructional design systems. Reduced unplanned training projects by 80%.

PROFESSIONAL EXPERIENCE

Instructional designer, Optum, Remote | April 2023-Present

- Lead end-to-end design and development of over 100 elearning, blended learning and instructor-led trainings for a Fortune 500 company, aligning learning objectives with stakeholder and business goals.
- Collaborated cross-functionally across 6+ departments and multiple lines of business to identify performance goals and create targeted learning solutions using ADDIE and Agile approaches.

- Managed multiple large-scale training projects simultaneously at an average of 7-8 high priority training projects. Completed 100% on time or ahead of schedule.
- Completing urgent training projects in 1-2 business day turnaround time.
- Lead needs assessments with project stakeholders and SMEs to coordinate project timeline, materials, learning goals/metrics and gather training content.
- Lead train the trainer sessions to effectively teach created training materials to stakeholders and facilitation.
- Mentored associate level instructional designers and supported onboarding into project management, LOBs and stakeholders.

Instructional design practicum, The Modern Tot, Dallas, TX| Summer 2022

- Full assessment of teacher training and performance including: completing interviews, site visits and learner surveys to determine scope of training needs.
- Coordinated with SMEs to design learning objectives and content outline of teacher training program.
- Researched, designed and developed training materials, including online Trainual module and site packets for teachers.

Health and wellness coach, self-employed | 2018-2022

- Developed health and wellness programs specified to clients' goals and needs. Created individualized nutritional guidance for clients.
- Developed online social media platforms for health and nutrition education. Grew social media account by 50 percent.

Billing specialist, Fellowship One, Dallas, TX | 2016-2017

- Researched, investigated and resolved billing issues
- Developed customer communications to enhance customer support

Certified site coordinator/case manager Richardson, TX | 2012-2015

- Recruited and trained community volunteers and resources.
- Directed planning and development of site events and activities, including managing grant programs.
- Designed, developed and implemented K-12 student group curriculums.

EDUCATION

Master of Science in Education in Learning Design and Technology

Purdue University| GPA: 4.0| Summer 2022

Bachelor of Arts in Letters (English, History, Philosophy, Ancient Languages)

University of Oklahoma| GPA: 3.67| Spring 2010