

Leslie Madrid

Instructional Designer · eLearning Developer · Learning and Development Specialist

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PROFESSIONAL SUMMARY

Results-driven Instructional Designer passionate about creating innovative learning experiences. Performs needs analysis, aligns objectives with organizational goals, and communicates and collaborates with cross-functional teams and stakeholders. Designs engaging modules and simulations for deep comprehension, leveraging e-learning tools such as Articulate Rise and Storyline. Delivers impactful and innovative instructional design solutions that illuminate the path to effective and forward-thinking learning experiences.

TECHNICAL SKILLS

Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Teams, Articulate Rise 360, Articulate Storyline 360, Canva, WeVideo, Learning Management Systems (LMS), Google Suite, Zoom, Well Said Labs, Trello

PROFESSIONAL SKILLS

Needs Assessment, ADDIE/SAM, Adult Learning Theory, e-learning, Instructor-Led Training (ILT), Virtual Instructor-Led Training (vILT), Storyboards, Design Documents

PROFESSIONAL EXPERIENCE

Freelance Instructional Designer

1/23 - present

Leslie Madrid Instructional Innovations- Oklahoma City, OK

- Conduct and evaluate learner analysis and needs analysis aligned with business objectives/goals, while coordinating with Subject Matter Experts (SMEs) and other stakeholders, guiding training development in order to create precise learning objectives and design documents.
- Design and develop interactive, engaging e-learning modules using Articulate Rise to enhance learner knowledge of scouting concepts by 80%.
- Apply instructional design theory and Adult Learning Principles to storyboard and create an interactive simulation-based course with gamification in Articulate Storyline to increase the percentage of homeowners effectively preparing their homes for real estate photography to 90%.
- Maintain project documentation and proactively communicate project progress to stakeholders through project management software such as Trello and other agreed upon channels, ensuring transparency and informed decision-making.
- Utilize feedback from SMEs and stakeholders to systematically review, assess, and update content, ensuring accuracy and compliance with established business objectives.

STEM/Robotics Teacher

8/18 - Present

Mustang Public Schools - Mustang, OK

- Collaborate with cross-functional teams to develop curriculum that align with organizational goals and educational initiatives to enhance learner proficiency of STEM concepts by 70%.
- Proficiently design, develop, upload, and monitor blended learning solutions, leveraging various learning management systems such as Edgenuity, Canvas, and Google Classroom, ensuring seamless delivery and tracking of educational content.

- Develop engaging and effective instructional content, incorporating multimedia elements and interactive activities, to enhance the learning experience of diverse audiences, resulting in improved learner coding of robotics tasks.
- Collaborate and communicate with stakeholders and subject matter experts to design, deliver, and evaluate Instructor-Led Training in order to ensure learner knowledge gains..
- Design comprehensive job aids tailored to learners' needs, facilitating easy access to crucial information and aligning learning objectives with strategic business goals, thereby enhancing overall learner performance.
- Maintain updated courses and accurate records of learning objectives mastered and modules/courses completed while adhering to business guidelines.
- Design detailed facilitator guides for Instructor-Led Training sessions, empowering facilitators with valuable resources and insights to deliver effective and engaging training experiences.

Assistant Director

7/22 - 7/23

National Inventors Hall of Fame, Camp Invention - Yukon, OK

- Utilized project management skills to deliver a week-long program, overseeing the scheduling, budgeting, and coordination of the learners, staff, and volunteers to ensure a smooth and impactful learning experience.
- Led comprehensive needs analysis of the program and learner analysis of the volunteers, pinpointing specific gaps in learner knowledge and skills in order to create effective learning objectives to meet the identified needs.
- Designed and conducted Instructor Led Training sessions, based on identified learning objectives, about the program and leadership skills to volunteers, thereby enhancing their capabilities to work with campers and contributing to the overall success of the educational initiative.

Elementary Educator

8/06 - 5/18

Moore Public Schools - Moore, OK

- Developed tailored learning plans for diverse groups, leveraging data analysis, needs assessments, and learning theory in order to align with local, state standards, and stakeholder requirements resulting in mastery of the identified information and skills.
- Collaborated closely with stakeholders to design and develop engaging social studies curriculum, utilizing a variety of effective training methods to deliver high-quality ILT and microlearning instruction resulting in learner mastery of objectives by 85%.
- Maintained records of learner performance of identified objectives, designed instructional aids, and evaluated instructional effectiveness through data analysis and learner feedback to ensure learning solutions were successful at helping the learner master the identified objectives.

EDUCATION

Applied Instructional Design Academy- Houston, TX

Learning Strategy and Design

These credentials were issued by Learning Strategy and Design and verified through Credly.

- Articulate Rise
- Articulate Storyline
- eLearning Development
- Instructional Design

University of Central Oklahoma - Edmond, OK

Bachelor of Science- Elementary Education

Master of Science – Elementary Education