(530) 559-8102

pauline@carlsondata.com

paulinecarlson.com

5504 Standing Oak Pl
Midlothian, VA 23112

linkedin.com/in/paulinecarlson

PAULINE CARLSON

INSTRUCTIONAL DESIGNER/WBT TRAINING SPECIALIST

summary statement

Results-driven Instructional Designer and eLearning Specialist with over a decade of experience crafting innovative web-based training (WBT) solutions for diverse corporate environments. Proven track record of designing and implementing engaging, interactive learning experiences that drive performance improvement and knowledge retention. Skilled in leveraging cutting-edge eLearning technologies and instructional design methodologies to transform complex information into accessible, user-friendly content. Adept at collaborating with stakeholders to align training initiatives with organizational goals, resulting in measurable improvements in employee productivity and satisfaction. Committed to staying at the forefront of educational technology trends to deliver best-in-class learning solutions that meet the evolving needs of modern learners.

education

Associate of Science – Geography
Sierra College, Rocklin, California
2016 – 2020

Designated Teaching Credential
Computer Science
CalState San Bernardino 2015

expertise

- Certified WBT Designer &Trainer
- ERP Trainer and Field Support
- Instructional Designer and Technical Writer
- Understanding of adult learning principles and cognitive theories
- Microsoft Office Products Expert
- Organizational Development Facilitator
- Developed a standalone school management software solution
- Skills in video production and editing for training purposes

software utilized

Required Knowledge Software:
≡ All Microsoft Office Products

Facilitation Software:
≡ Microsoft Teams, WebEx, GoTo Trainer, Zoom, Adobe Connect

Instructional Design Software:
≡ Articulate 360, Storyboard, Camtasia, Adobe Illustrator, Adobe Photoshop

Geographic Information Software:
≡ ArcGIS, ArcPRO, SQL

work experience

Mar 2022 – Aug 2024	**Senior Instructional Designer & WBT Specialist** **American Honda Motor Company** ▪ Developed and delivered engaging WBT presentations on effective online and in-person training techniques using Microsoft Teams. ▪ Designed interactive eLearning modules incorporating role-playing, polling, and open-ended questions to encourage active participant engagement. ▪ Successfully created and deployed WBT content to over 7,500 Honda employees, significantly improving company-wide training effectiveness.
Apr 2023 – Mar 2022	**eLearning Developer & Instructional Design Consultant** **Independent Grid Solutions LLC** ▪ Conducted comprehensive needs assessments and developed tailored eLearning solutions for clients in the energy storage industry. ▪ Created interactive online training modules, simulations, and assessments to support employee skill development and knowledge retention. ▪ Utilized instructional design principles to transform complex technical content into engaging and accessible eLearning materials. ▪ Collaborated with subject matter experts to ensure accuracy and relevance of training content.

work experience (cont'd)

Nov 2022– Apr 2023
Oct 2017 – May 2022

Learning & Development Manager/Instructional Designer

ServiceHub Inc

- Led the design and facilitation of software application workshops via WBT for multidisciplinary teams of hospital personnel.
- Developed comprehensive eLearning courses, user guides, and quick reference guides (QRGs) on leadership and management skills.
- Played a key role in ERP deployment, creating targeted training materials to support the company's product line expansion.
- Implemented innovative instructional design strategies to enhance learning outcomes and user engagement.

May 2022 – Nov 2022

Technical Communications Specialist & eLearning Content Developer

Pacific Gas and Electric Company

- Created visually appealing infographics, logos, and other graphical designs for use in corporate eLearning modules and communications.
- Developed and delivered technical eLearning content throughout the company, focusing on complex subject matter.
- Specialized in creating interactive Excel-based training modules and designing effective data visualization for reporting purposes.
- Collaborated with subject matter experts to translate technical information into engaging eLearning experiences.

April 2014 – Oct 2017

Senior Business Systems Support Specialist

- Designed and implemented end-to-end WBT programs for new hires in the mobile support team and independent contract trainers.
- Developed eLearning modules to effectively communicate complex issues and solutions to business partners with varied skill levels.
- Analyzed user feedback and learning trends to identify areas for improvement in training materials and propose innovative solutions.
- Collaborated with IT teams to design and implement eLearning solutions for complex business processes.