

PAULINE CARLSON

Learning & Development Leader | Instructional Design Specialist | Manager of Training and Development
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PROFESSIONAL SUMMARY

A well-rounded Learning & Development professional with 15+ years designing and launching eLearning and instructor-led programs across financial services, automotive, energy, and healthcare. Known for turning complex technical and regulatory content into engaging, measurable learning experiences — including a successful Articulate 360 rollout to 7,500+ employees. Partners closely with SMEs and stakeholders to align training solutions with organizational goals, while maintaining high quality standards and keeping projects on time from needs assessment through launch.

CORE COMPETENCIES

- Instructional Design & Curriculum Development
- Articulate 360: Rise, Storyline & Review (Expert)
- Adult Learning Principles & Cognitive Theory
- Team Leadership & Contractor/SME Management
- Needs Assessment, Gap Analysis & Research
- Quality Standards Setting & Product Development
- Stakeholder Collaboration & Communication
- LMS Administration & eLearning Deployment
- Project & Budget Management | Asana

WORK EXPERIENCE

Instructional Designer | *Navy Federal Credit Union* — Apr 2025 – Present

- Designs comprehensive training programs for credit union service representatives, applying adult learning principles to ensure complex financial concepts are effectively retained and applied on the job.
- Collaborates with SMEs to translate financial regulations, compliance requirements, and procedures into engaging materials that balance regulatory rigor with practical application.
- Manages multiple concurrent instructional projects via Asana, maintaining clear stakeholder communication through task assignments, progress updates, and deadline tracking.
- Drives initiatives from concept to implementation: proactively identifies learning gaps, adapts to shifting priorities, and delivers timely solutions aligned with business objectives and member service standards.
- Sets and upholds quality standards grounded in adult learning best practices, reviewing all deliverables prior to launch to ensure accuracy, accessibility, and instructional effectiveness.

Instructional Designer & WBT Specialist | *American Honda Motor Company* — Mar 2022 – present

- Developed and deployed WBT content to 7,500+ Honda employees, achieving measurable improvements in company-wide training effectiveness and knowledge retention.
- Designed interactive eLearning modules in Articulate 360 (Rise & Storyline) incorporating role-playing scenarios, polling, and open-ended questions to maximize learner engagement.
- Managed SME relationships and external contractor workflows to ensure content accuracy, timely delivery, and adherence to organizational quality standards.
- Stayed current on emerging ID technologies and trends; introduced innovative delivery formats that reduced seat time while improving performance outcomes.
- Delivered live WBT presentations on training best practices via Microsoft Teams, modeling effective facilitation for trainers across the organization.

Learning & Development Specialist | *Independent Grid Solutions LLC* — Apr 2021 – Mar 2022

- Conducted needs assessments and developed tailored eLearning solutions for energy storage clients, managing full project lifecycles from analysis through deployment.
- Authored technical documentation translating complex electrochemical processes into clear, accessible materials for diverse stakeholder audiences.
- Created interactive training modules, simulations, and assessments using Articulate 360 to support skill development and knowledge retention.

Technical Communications Specialist & Trainer | *Pacific Gas and Electric Company* — May 2022 – Nov 2022

- Created infographics, graphical designs, and eLearning modules on complex technical subject matter for company-wide distribution.
- Designed interactive Excel-based training and data visualizations, translating highly technical content into accessible learning experiences for diverse audiences.
- Collaborated with SMEs to ensure instructional accuracy and relevance across all deliverables.

L&D Manager / Instructional Designer | *ServiceHub Inc* — Oct 2017 – May 2022

- Led design and facilitation of software application training for multidisciplinary hospital personnel; supervised instructional designers and managed external contractors to meet quality and deadline expectations.
- Developed comprehensive eLearning courses, user guides, and QRGs on leadership, management skills, and ERP systems to support large-scale organizational rollouts.
- Played a key role in ERP deployment by creating targeted training materials that translated complex technical processes for non-technical audiences across the enterprise.
- Established curriculum plans including target audience profiles, learning objectives, and instructional materials aligned with strategic business goals.

Senior Business Systems Support Specialist | *Pacific Gas and Electric Company* — Apr 2014 – Oct 2017

- Designed and implemented end-to-end WBT programs for new hire onboarding and delivered train-the-trainer sessions to scale learning capacity across departments.
- Developed eLearning modules communicating complex issues and solutions to business partners with varied skill levels, ensuring content accessibility across all audiences.
- Analyzed user feedback and learning trends to identify training gaps; collaborated with IT to implement eLearning solutions for complex business processes.

SOFTWARE & TECHNICAL SKILLS

Instructional Design	Articulate 360 — Rise, Storyline & Review (Expert) Camtasia Adobe Illustrator Adobe Photoshop
Facilitation Platforms	Microsoft Teams WebEx GoTo Trainer Zoom Adobe Connect
Project Management	Asana Microsoft Office Suite (Expert) LMS Administration
AI & Emerging Tech	AI Prompt Engineering: ChatGPT, Claude.ai, Gemini Video Production & Editing for Training
GIS & Data	ArcGIS ArcPRO SQL
Certifications	Certified WBT Designer & Trainer ERP Trainer & Technical Field Support Geographic Information Systems Skills Certificate

EDUCATION

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

Designated Teaching Credential – Computer Science | Cal State San Bernardino | 2015