

PAULINE CARLSON

Online Learning Coordinator | Instructional Designer | eLearning & LMS Specialist

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PROFESSIONAL SUMMARY

Learning & Development professional with 15+ years designing and deploying eLearning and instructor-led programs across financial services, automotive, energy, and healthcare. Working expertise in Articulate Storyline 360 developing, editing, publishing, and troubleshooting course content paired with strong instructional design fundamentals (ADDIE, Bloom's Taxonomy) that turn complex regulatory and technical content into engaging, measurable learning experiences. Skilled at guiding subject matter experts through content development, managing course lifecycles from launch through retirement, and applying AI-assisted workflows to accelerate production while preserving quality, accessibility, and the SME's vision. Experienced with LMS administration, user role configuration, and reporting, plus CRM-based coordination of distributed teams.

CORE COMPETENCIES

- Articulate Storyline 360 (Expert) — Course Development, Editing, Publishing & Troubleshooting
- LMS Course Design, Configuration & Reporting (association LMS platforms; user roles & access permissions)
- SME Collaboration & Course Content Lifecycle Management (launch, updates, retirements)
- AI-Assisted Course Development & Reusable Workflows (ChatGPT, Claude, Gemini)
- Instructional Design & Adult Learning Theory
- Basic HTML & Web Content Editing — designed and maintain 3 business websites: carlsondata.com, paulinecarlson.com, and DoughReMiMinis.com
- CRM Platforms (Zoho CRM) & Microsoft Office Suite (Expert)
- Assessment Design, Learner Feedback Analysis & Accessibility Standards
- Project & Time Management | Asana

WORK EXPERIENCE

Instructional Designer | **Navy Federal Credit Union** — Apr 2025 – July 2026

- Streamlined training operations for a major credit union by designing and launching 20+ core courses, reducing a 250-project pipeline backlog by 24% through strategic curriculum consolidation.
- Elevated instructional quality and learner engagement, driving a 15-point increase in learner satisfaction metrics.
- Optimized organizational capacity by engineering effective learning solutions that cut retraining requests by 20%.
- Collaborated with SMEs to translate financial regulations, compliance requirements, and procedures into engaging course content that balances regulatory rigor with practical application.
- Manages multiple concurrent course development projects via Asana, maintaining clear stakeholder communication through task assignments, progress updates, and deadline tracking.

Instructional Designer & WBT Specialist (Part-Time) | **American Honda Motor Company** — Mar 2022 – Present

- Developed and deployed web-based training content to 6,300 employees using Articulate Storyline 360, achieving measurable improvements in company-wide training effectiveness and knowledge retention.
- Designed interactive eLearning modules incorporating role-playing scenarios, polling, and open-ended assessment questions to maximize learner engagement.

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

- Wrote and revised assessment questions and technical documentation, translating complex electrochemical processes into clear, accessible course materials.
- Created interactive training modules and simulations in Articulate 360 to enrich engineer support staff skill development and knowledge retention.

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

- Created infographics, graphics, and eLearning modules on complex technical subject matter for company-wide distribution.

Learning & Development Coordinator | ServiceHub Inc — Oct 2017 – May 2022

- Used Zoho CRM to coordinate training records, scheduling, and communications for a distributed workforce of healthcare interpreters and administrative staff.
- Developed comprehensive eLearning courses, user guides, and quick reference guides supporting large-scale ERP and leadership-training rollouts.
- Established curriculum plans including target audience profiles, learning objectives, and instructional materials aligned with strategic business goals.
- Coordinated design and facilitation of software application training for multidisciplinary hospital personnel; supervised instructional designers and managed external contractors to meet quality and deadline expectations.

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

- Designed and implemented end-to-end web-based training 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.
- Collected and analyzed learner feedback and usage trends to identify training gaps; collaborated with IT to implement eLearning solutions for complex business processes.
- Designed interactive Excel-based training and data visualizations, translating highly technical content into accessible learning experiences.
- Partnered with engineering and operations subject matter experts to verify technical accuracy and relevance across all course deliverables.

CERTIFICATIONS

- Certified WBT Designer & Trainer (through Chevron)
- ERP Trainer & Technical Field Support Certification (through ServiceHub)
- Geographic Information Systems (GIS) Skills Certificate (Sierra College)

EDUCATION

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

Designated Teaching Credential — Education Technology: Computer Science | Cal State San Bernardino | 2015