

DENISE GOLDSWORTHY

INSTRUCTIONAL DESIGNER AND DEVELOPER

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Portfolio: www.dagdesigns.co.uk

PROFILE

Highly skilled, multi-disciplined Instructional Designer looking to use past experiences to give more than just what is needed. Strong creative thinking and technical skills underpin a proven ability to deliver bespoke multi-faceted projects within deadline, both when working alone and as part of a larger team. Resourceful and adaptable with a passion for learning new technologies and building relationships. Gives her all and eager for what opportunities the future has in store.

TECHNICAL SKILLS

Articulate 360; Storyline, Rise
Adobe Captivate
Elucidat
Adobe Photoshop
Adobe Premiere Pro
Vyond & Powtoon
Camtasia
Audacity (audio)
Adobe Edge (basic HTML)
Flash (Actionscript 3)
MS Office
LMS - Cornerstone, Litmos, Fuse

QUALIFICATIONS

BA VISUAL COMMUNICATION I 2009

The Open Window, Pretoria, South Africa
Visual Culture, Communication Design (Major),
Interactive Media Design & Film

REFERENCES

Belinda Hodgkinson

Learning and Development Manager
Grant Thornton UK LLP
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Safa Abedrabbo

Digital Learning & Insights Manager
British Red Cross
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CORE COMPETENCIES

- Full life cycle development - from consulting on learning strategies, writing content, managing timeframes, developing end product and offering technical support to resolve learner queries.
- Creating media and graphics for use in online modules and communications including video, audio, posters and LMS banners/images.
- Excellent verbal and written communication - write/edit effective copy, instructional text and video scripts.
- Knowledge of learning theories, instructional design models, ADDIE and 5Di Design Process.
- Developing assessments and evaluations to collate learner feedback and evaluate effectiveness of courses and training programs.
- Ability to multi-task and work on projects that span across different departments within a business.
- Presenting viable instructional design solutions appropriately matched to objectives and desired outcomes.
- Collaborating with team and SME's to develop instructional materials that are functional, informative and deliver customised learning solutions.
- Meets demanding project deadlines and targets, keeping a professional head working under pressure.

ACHIEVEMENTS

1. Organised and streamlined instructional design processes to improve stakeholder management, generate faster turnaround of courses and raise awareness of online learning. Resulted in 60 company wide courses new and existing being produced over a 3 month period. An increase of employee completions from 4 in 10 to 8 in 10 per course and generated larger client base for future online projects.
2. Played lead role in successful gamification course to enhance company knowledge of how to deliver an excellent client service through real-life scenarios. Resulted in employees improved understanding and an enhanced service being delivered to clients, raising profits by 24% per client and differentiating the firm in the market.
3. Applied problem solving and responsive design skills to develop Captivate course accessed via in-store tablets. Employees could access training during breaks enhancing their product knowledge and improving customer service and sales. Time and cost saving for the company not having to send employees to training locations for a day out of work.
4. Used expert knowledge of project management to develop and deliver a project to high pressured regulatory deadlines, saving the company a hefty fine for not having training in place and maintaining the reputation of the company to regulators and the public.

EXPERIENCE

INSTRUCTIONAL DESIGNER & VIDEOGRAPHER CONTRACTOR

DAG Designs Limited, London,
United Kingdom

May 2019 - Present

British Red Cross

- Developed organisation-wide and mandatory training in Rise, including emergency response training during the COVID-19 pandemic.
- Upskilled other department L&D developers and led on quality assurance of courses to be published. Established detailed package on Digital Design guidance to upskill future developers on tools and best practice, specifically focused on accessibility in digital learning.
- Lead on learning content and features for LMS migration to Cornerstone. Responsible for content inventories, learner journey and LMS welcome page mock-up design. Mapped out communities, cohorts, playlists and led other department heads on how learning content will look and function on new platform.

Shell Limited

- Developed eLearning courses for onboarding programmes in Articulate Storyline.
- Assets developed include template design, scenario based interactions and complex gamification elements.
- Created and edited using Vyond for standalone Health and Safety video and short skits to be used within eLearning courses.
- Mentored and led junior developers on instructional design principles, interface design, use of assessments, and online interactions.
- Designed SOPs to train new developers on Storyline, including training agenda for virtual workshop.

Nuzest Clean Lean Protein

- Recorded and edited promotional videos for short adverts. Filmed with own kit, edited in Premiere Pro, adding motion graphics/titles, colour graded, audio clean-up and sourcing music. Exported final video for Youtube and Instagram.

SENIOR INSTRUCTIONAL DESIGNER

Grant Thornton UK LLP, London,
United Kingdom

Jul 2016 - May 2019

- Developed courses in-line with business strategy; compliance, regulatory and personal development using Articulate 360 and Elucidat for multi-device training.
- Uploaded SCORM packages to Litmos and Cornerstone LMS, as well as created curriculums, shared playlists and tested complex reporting.
- Designed bespoke blended programmes, mapping content from facilitator notes into user guides, video interviews, feedback assessments, introductory webinars, workshops and progress checks.
- Video and Audio creation/editing:
 - Animated introductory videos for courses and scenario based training using Powtoon, GoAnimate (Vyond) and Flash.
 - Recorded videos using Premiere Pro to promote courses, interview SME/users to enhance content and include testimonials.

ONLINE CONTENT DEVELOPER

Domestic & General London,
United Kingdom

Oct 2014 - Jul 2016

- Creation of online content using Captivate for internal training courses; Data Protection, Health and Safety Goal setting and AML.
 - Built strong relationship with SME's and team leaders in order to gain information, examples and project outcomes.
 - Complex animations to add course interactivity using Adobe Animate and Edge for HTML interactions.
 - Performed quality assurance, checking projects to ensure content is accurate and objectives are being met.
 - Helped configure and integrate new LMS into company, designed promotional content and training workshops to promote it within the business.
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FREELANCE DESIGNER AND VIDEOGRAPHER

Johannesburg, South Africa

May 2009 - Aug 2014

South African Airlines (SAA)

- Designed and developed web-based and blended learning solutions.
- Working from client's exact brief to create compelling, functional online training using Flash and Captivate for learner engagement.

NGD Photography/Intimately You

- Designer and 2nd photographer. In charge of all corporate identity; logo, business cards, flyers and adverts, as well as maintaining and editing the website on WordPress and designing layouts for client photo books from concept to print production.

Videographer

- In charge of full production; wrote scripts, filmed on location with Canon 5DMII, edited in Premiere Pro, sourced music, added graphics and published final videos to Youtube and websites. Videos included:
 - Beauty tutorial for 'Clarins' Autumn make-up collection.
 - Short advert for 'O'Sun' to promote solar powered lamps.
 - 'Intimately You' photo shoot testimonials.

ENGLISH TEACHER and MENTOR

Chiang Mai, Thailand

Apr 2013 - Jan 2014

- Independently taught classes from adult groups to one-on-one mentoring.
- Conversational English, grammar, listening, pronunciation and vocabulary.
- Kindergarten teacher for SEEtefl at Mae-Bua-Klee, Sumalee and Sapaporn.

E-LEARNING DESIGNER AND ANIMATOR

Discovery Health, Johannesburg, South Africa

May 2009 - Feb 2013

- Part of Learning Technologies team, designing and developing interactive, e-learning courses to be uploaded onto internal LMS.
- Created interfaces, graphics and flash animations suited to clients brief and in-line with company branding.
- Internal branding documents; user manuals, presentations, info-graphics, posters and internet adverts in line with corporate identity.
- Received training in ActionScript 3, basic HTML5 and Questionmark.