

# RACHEL DILLON

INSTRUCTIONAL DESIGNER, MANAGER LEARNING & DEVELOPMENT



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my ePortfolio

## PROFILE

I create eLearning, instructor-led, virtual-led, and video training courses for internal and external audiences. I utilize the ADDIE and SAM models, adult learning theory, and Bloom's Taxonomy. My expertise is visual design.



RachelDillon.com

Art@RachelDillon.com

Linkedin.com/in/rachel-allen-dillon

## Learning & Development Specialist

Sacramento Municipal Utility District

- Follow non-linear ADDIE model for instructional design and visual design best practices
- Certified facilitator of leadership and organizational development courses: Emergenetics, Outward Mindset, Outward Inclusion
- Project management, quality control
- Evaluation of training impact and performance assessment, data analytics
- Video development: script writing, screen recording, visual storytelling with graphics, talking-head with graphics, Vyond
- Web-based mandatory training: interactive, gamification, assessments, recall and retention practice, technical writing, scenario-based learning
- PowerPoint presentations with animations
- Photo and vector editing, and development
- Engaging infographics, and icon design
- Adhere to and respect corporate branding
- Managed learning project workflow

2024

2021

2021  
- to -  
2000

## EDUCATION

- Bachelor of Science in Art and Graphic Design, University of Wisconsin, Madison, 1990-1994
- Graduate Certificate, E-Learning Instructional Design, UC Irvine Extension, 2017-2019
- Master of Science in Instructional Design & Technology at CSU, Fullerton, May 2020-2022

## Manager, Legal Learning Solutions

T-MOBILE USA

- Managed a learning and development team comprised of a data scientist, project managers, instructional designers
- Partnered with SMEs, business units from the frontline to corporate, and other stakeholders to design and deliver innovative, impactful corporate compliance and organizational training programs
- Program managed following a non-linear ADDIE model to design skill-based and behavior reinforcement training
- Tracked, analyzed, evaluated, and reviewed learner feedback to identify areas of strength and opportunities for improvement
- Supported and fostered relationships with community resources such as third-party learning vendors and internal L&D teams
- Project managed, and quality control
- Wrote scenarios, policy backstories, microlearning, and designed infographics & job aids
- Adhered to corporate branding and accessibility
- Developed and facilitated compliance and ethics leadership training

## SPECIFIC SOFTWARE SKILLS

ADOBE PHOTOSHOP & ILLUSTRATOR ▼



ARTICULATE 360 ▼



MICROSOFT POWERPOINT ▼



CAMTASIA ▼



ADOBE AUDITION ▼



...AND SO MUCH MORE

MORE

## ADDITIONAL WORK EXPERIENCE

LOCATED ON PAGES TWO & THREE



### Senior Instructional Designer

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- Needs analysis, storyboarding, visual design
- Project management, quality control
- Evaluation of training impact and performance level 1 assessments
- Video development: script writing, voice-over, screen recording, visual storytelling with graphics, talking-head with graphics
- Web-based training: interactive, gamification, engagement, assessments, recall and retention practice, technical writing
- PowerPoint layouts, transitions, animations
- Webinar development and facilitation on ON24, Adobe Connect, Zoom, Teams
- Photo and vector editing, and development
- Built engaging infographics, and icons
- Adhered to and respect corporate branding
- Managed SharePoint architecture & organization

2017

2007

### Graphic Design & Production Manager

REALTYMAGAZINE.COM

- Designed the magazine, photographing cover images, and client homes
- Managed the print production and coordinated the magazine distribution
- Managed the magazine's website for content and timely changes
- Signed advertising contracts with new clients and retained existing clients
- Sent customer invoices and collection reminders

2000

### Webmaster & Sr Graphic Designer, Web Project Manager

NORTHERN ARIZONA HEALTHCARE

- Lead graphic designer and webmaster for three hospital facilities and corporation
- Designed all promotional materials, newsletter publications and corporate standards
- Met deadlines and communicated updates to marketing, administration, and board of directors
- Liaison between the hospital management staff, IT, DBAs and the ISP Web host
- Coordinated Web security and permissions
- Coordinated NAH Web site marketing internally and externally
- Organized, designed and managed the public hospital Web sites
- Facilitated project scoping and planning workshops
- Built, trained, and launched the Web intranet employee portal for Northern Arizona Healthcare
- Developed training manuals and provided staff training for the intranet

### Content & Communication Specialist

FRANKLIN TEMPLETON

- Layout and design of corporate literature, charting, and infographic design
- Copyediting, standardizing and monitoring content
- High volume project coordination and adhering to strict legal standards and deadlines

2015

### Art Instructor -- Graphic Design -- Marketing Specialist

BRIGHTON PRIVATE ELEMENTARY

- Developed kindergarten – fifth-grade art curriculum, meeting the California Core Standards: art fundamentals; techniques; and art history
- Established an annual student art auction fundraiser, raising enough money to support the specialty programs at the school
- Maintained the school Web site, and project managed, and laid out the yearbook
- Designed school promotion materials, safety manuals, and inner-school event flyers

2012

## ACHIEVEMENTS

- **Speaker –2024 InnovateED, Stanford University CCE,** *“Motivating the Virtual Learner”*
- **Podcast Guest – 2021, 2022,** *“Visual Design and Cognitive Load in Learning”,* IDIODC – Instructional Designers in Office Drinking Coffee
- **DEVLEARN Conference Co-Speaker – 2021,** Representing T-Mobile on *“Corporate Learning Architecture”*
- **Visual Design and Media Online Conference Speaker – 2021,** *“It’s More Than Pretty: Applying Graphic Design Principles Makes Learning Easier”*
- **Multimedia for Learning Conference Speaker – 2020,** *“You Be the Judge: What Makes Good Design?”*
- **Author and illustrator** of the non-fiction children’s book, *Through Endangered Eyes – a poetic journey into the wild,* published by Finney Company; Windward Press in 2009
- **2010 Winner** of an Honorable Mention for the Eric Hoffer Children’s Literature Award
- **Featured presenter and artist,** California Art Educators Association Annual Conference in 2010, 2015
- **Judge/Panelist,** Endangered Species Coalition’s National K-12 Art Contest, Since 2013-2021
- **2015 Art Commission two original paintings** for The Nature Conservancy, San Francisco
- **2009 Art Commission** for TGEN, Flagstaff, AZ
- **Project Management Training** by Perot Systems/Dell from 2005-2007 (150+ Hours)
- **Signature Member** of Artists for Conservation, 2009-2018

(2014 - Present)

### Elementary School Art Docent Program Curriculum Designer

I developed and delivered 36- art projects to cover a six-year art docent program for a Folsom local elementary school. The program includes training the trainers.

Each school year the K-5 students receive six art lessons. The lessons are taught by volunteer art docents. Once per month, I travel to the elementary school signed up for my program and facilitate each lesson to the art docents.

As of 2024 – Four Folsom-based elementary schools are utilizing this art docent program.



## CERTIFICATIONS/NATIONAL & INTERNATIONAL MEMBERSHIPS

- Certified Facilitator – Emergenetics, 2024
- Certified Facilitator – Arbinger, Outward Mindset, 2024
- Certified Facilitator – Arbinger, Outward Inclusion, 2024
- Certified Facilitator – Accelerated Learning, 2024
- Society for Children’s Book Writers and Illustrators since 2009
- ATD Sacramento Chapter since 2017
- Learning Guild since 2017
- Fourth degree Black Belt in Taekwondo, awarded in 2022 by the International Taekwondo Federation