

# Alissa Galyean

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## Senior Instructional Designer

*Strategic learning design*

**Accomplished Senior Instructional Designer** creating and leading instructional design projects by applying instructional design theory, identifying effective training media, and adopting adult learning methods. Leads talented teams to create and deliver engaging content that optimizes learning experiences for targeted audiences. Drives employee engagement by defining visions, building trust, assessing performance, and analyzing goals. Identifies continuous improvement opportunities through research, creative planning, and project management.

### Core Expertise

- |                          |                              |                       |
|--------------------------|------------------------------|-----------------------|
| + Learning & Development | + Curriculum Design          | + Creative Leadership |
| + Design Thinking        | + Learning Experience Design | + Innovative Thinking |
| + Relationship Building  | + Multimedia Design          | + Data Analytics      |

### Professional Experience

#### Senior Instructional Designer • eBay

06/2018 - 03/2024

- Oversaw content development initiatives to deliver personalized, scalable e-Learning curriculum and instructor trainings.
- Designed compliance curriculum training to support in-house and off-shore customer partners, increasing compliance accuracy levels by 16%, improving compliance with global payment processor requirements.
- Developed international tax reporting training curriculum to enable four product releases across Europe and the United Kingdom, optimizing customer experiences by eliminating non-compliance penalties by 34%.
- Updated content labels and resolved customer accessibility issues affecting 1,100+ outdated training courses and resources.
- Optimized 120+ learning modules to improve user experiences across multiple platforms.

#### Instructional Designer • Jet.com

02/2017 - 06/2018

- Overhauled new hire training programs from 2-days to 5-days, decreasing turnover by 13%.
- Created and implemented a 3-week training program that grew employee engagement levels by 18%.
- Mentored, coached, and trained a creative team of content writers, curriculum developers, and trainers to brainstorm concepts, provide constructive feedback, and produce quality content creation
- Collaborated with executive leadership to identify critical e-Learning curriculum issues, reducing customer questions concerning product & service returns by 59%.
- Delivered customized training to improve team performance by addressing weaknesses, highlighting strengths, and identifying professional development opportunities.

#### Learning & Development Program Manager • Pinnacle Entertainment

03/2016 - 02/2017

- Produced corporate training content to optimize employee engagement across enterprise 12 properties.
- Offered personalized training and mentoring support to optimize employee experiences.
- Provided monthly one-on-one coaching to resolve curriculum development questions and concerns, improving final deliverable designs.
- Supported 16,500 employees globally distributed at 18 locations through the development, supervision, and administration of SuccessFactors Learning Management System (LMS) across all locations.
- Led a 5-day training seminar to improve team performance for Hospitality employees by designing and delivering a comprehensive training program.

### Additional Career Experience

Multimedia Instructional Designer, Pinnacle Entertainment

Business Learning Specialist, MGM Resorts International

Graphic Artist, JA Tiberti Construction

Public Relations & Graphics Arts Specialist, Fern Adair Conservatory of the Arts

District Executive, Boy Scouts of America

Graphic Artist, Houdini Magic

### Education

Master of Arts (MA) – Information & Learning Technologies, eLearning Design, University of Colorado Denver

Bachelor of Arts (BA) - Technical Writing & Editing, Brigham Young University

### Licenses & Certification

Measuring Learning Effectiveness, LinkedIn

Creating & Deploying Microlearning, LinkedIn

Designing Emotion: How to Use Design to Move People, LinkedIn

Inclusive Instructional Design, LinkedIn

Leading and Motivating People with Different Personalities, LinkedIn

Using Neuroscience for More Effective L&D, LinkedIn

Data-Driven Learning Design, LinkedIn

Organizational Learning & Development, LinkedIn

Learning Design Certificate, Association for Talent Development (ATD)

### Technology

Articulate 360 (Storyline, Rise), Adobe Creative Suite (Photoshop, Illustrator), Adobe InDesign, Microsoft Office Suite (Word, PowerPoint),