

# Alisha Weinberg

INSTRUCTIONAL DESIGNER · ELEARNING DEVELOPER

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## PROFESSIONAL SUMMARY

Results-driven instructional designer and eLearning developer with 11 years of experience in designing and developing high-impact, user-friendly interactive learning solutions. Skilled in leveraging innovative technologies to design eLearning, instructor-led, and blended learning solutions that drive learner engagement, retention, and organizational goals. Committed to fostering a culture of continuous improvement and delivering impactful learning strategies.

## AREAS OF EXPERTISE

**Technology & Tools:** Articulate Storyline 360, Articulate Rise, Adobe Suite (Audition, Express, Illustrator, Premiere Pro), Audacity, Canva, Google Workspace (Drive, Docs, Sheets, Slides, Meet), Microsoft 365 (PowerPoint, Word, SharePoint Sites, Teams), Midjourney, Vyond, Zoom

**Key Skills: (Instructional Design & Learning Evaluation):** Action Mapping, ADDIE, Backward Design, Bloom's Taxonomy, Gagne's Nine Events, Kirkpatrick Model, Mayer's Principles, SAM

## PROFESSIONAL EXPERIENCE

### Learning Consultant · Instructional Designer · eLearning Developer

*Independence Blue Cross, Philadelphia, PA*

*Jan 2023 – Mar 2024*

- Created, curated, and updated self-directed resources (e.g., facilitation guides, videos, icebreakers) quarterly on the company's intranet using Microsoft SharePoint Sites, reaching over 5,000 employees and offering tools to maximize team effectiveness and cohesion.
- Led the project management for the quarterly refresh of resources to align with new themes (e.g., trust, conflict, commitment, accountability, results), ensuring timely delivery and keeping stakeholders informed through regular status updates and deadline reminders.
- Researched and developed deployment strategies for Cornerstone Connect, a social learning platform integrated within the LMS, and coordinated the pilot phase, including selection of participants and scheduling of pilot rollout.
- Spearheaded the adoption of an agile methodology and AI content development tools, reducing content development time by 20% and accelerating delivery of blended learning solutions across the enterprise.
- Designed, developed, and facilitated various instructor-led trainings focused on preferred communication styles (DISC), team charters, team building, and individualized professional development plans.
- Designed and established the Organizational Development team's brand identity and created standardized templates to ensure visual consistency and streamline content development across communications and learning materials.

- Conducted comprehensive needs analyses by gathering stakeholder insights, identifying performance gaps, and aligning learning objectives to drive targeted, results-oriented solutions.

### **Learning & Development Specialist**

*Independence Blue Cross · Philadelphia, PA*

*Sept 2022 – Jan 2023*

- Developed a storyboard, script, and eLearning course using Articulate Storyline, Vyond, PowerPoint, and Audacity to train new associates on time reporting procedures.
- Repurposed and streamlined the onboarding process with the adaptation of documents for new associates into Articulate Rise, resulting in a high-quality, high-impact learning solution.
- Updated existing job aides to reflect current processes and layout of the organization's intranet.
- Curated the content outline, learning plan, and capstone project for a digital information and literacy curriculum.
- Collaborated and communicated with internal clients and project stakeholders on the logistics of major tasks, timelines, milestones, and resources required.

### **Educator · Mentor · Trainer · Instructional Designer · Learning Developer**

*Various School Districts · Pennsylvania & Massachusetts*

*Aug 2014 – Jun 2022*

- Designed, developed, and facilitated over 1,000 hours of engaging ILT, vILT, and blended learning experiences with customized learning paths for 60-90 learners annually that closed 97% of learning gaps.
- Excelled in the role of 1:1 mentor and coach, guiding individuals towards their personal and professional goals, fostering growth, and achieving measurable improvements in performance and development.
- Developed and facilitated educational best practices training sessions, benefiting a cohort of 50 adult learners, with the goal of enhancing virtual student engagement.
- Translated and repackaged over 1,000 hours of existing educational content from instructor-led training to asynchronous eLearning while reducing course development costs.
- Effectively worked within the project budget, resource, and time parameters to align business initiatives and operational goals with the creation of custom learning solutions.

## **EDUCATION & CERTIFICATIONS**

### **Master of Science in Education, M.S. Ed**

Gwynedd Mercy University

### **Bachelor of Fine Arts in Dance Performance, B.F.A.**

The University of the Arts

### **Instructional Design & eLearning Development Certification**

IDOL Academy Trade School

### **DISC Trainer/Facilitator**

Take Flight Learning

### **Team Dynamics Trainer/Facilitator**

Take Flight Learning