

Michelle Loo

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I am an Instructional Designer with 8+ years of experience developing and designing custom learning solutions for various industries. I have strong skills in assessing learning needs, creating learning objectives, and developing learning programs that deliver results. I excel at designing and implementing technology-enhanced learning solutions, including both online and face-to-face instruction, to create dynamic and interactive learning experiences.

Education

Doctorate of Philosophy in Instructional Design and Development

University of South Alabama

May 2023

Master's of Science in Instructional Design

University of South Alabama

July 2016

Bachelor's of Science in Marketing, Summa Cum Laude

University of South Alabama

December 2013

Bachelor's of Arts in Psychology, Summa Cum Laude

University of South Alabama

December 2013

Certifications

- Kirkpatrick Four Levels Evaluation (Bronze Level)
 - Quality Matters Reviewer
 - Fundamentals of Team Based Learning (TBL) Certification
 - South Alabama Graduate Teaching Certification
 - Human Performance Improvement Certificate
 - AECT Proposal Reviewer
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Experience

Instructional Designer I

July 2023 to Present - Navy Federal Credit Union (Greater Pensacola Office)

- Developed and implemented training evaluation procedures and surveys post-training
- Collaborated with cross-functional teams to design courses and curricula, ensuring content accuracy and effectiveness
- Conducted needs assessments for customized training solutions
- Utilized current technologies to develop dynamic instructional materials and training products for classroom, online, and independent learning environments
- Evaluated course effectiveness, ensuring alignment with Business Unit KPI's
- Delivered presentations to various audiences, including executive leadership, to communicate training strategies and outcomes
- Selected and adapted instructional approaches based on project needs, requirements, and learning needs to ensure clear learning objectives
- Participated in large-scale instructional design projects and managed multiple deliverables

Instructional Designer - Graduate Assistant

Experience (continued)

2018-2022 - University of South Alabama, Innovation in Learning Center

- Designed and developed instructional content aligned with course goals. Regular clients include around 8 faculty and staff
- Utilized various delivery methods and created engaging, multimedia learning materials incorporating adult learning principles
- Conducted needs assessments, evaluated program effectiveness, and managed project timelines and resources for successful delivery of learning solutions

Instructional Designer - Graduate Assistant

Camtasia Training Course Team Lead

2020-2022 - University of South Alabama, Innovation in Learning Center

- Designed, developed, and facilitated a highly successful training course for Camtasia with 8 cohorts and 144 faculty/staff/GA graduating from training course
- Led a team in creating the course from scratch and managed the project from start to finish using ADDIE and Rapid Prototyping

Facilitator of Global Online Learning Initiative

2017-2021 - University of South Alabama, Innovation in Learning Center

- Managed international collaboration projects and facilitated workshops for professional development of students and faculty on educational technology and pedagogy
- Established formal Memorandum of Understanding between University of South Alabama and Ivano-Frankivsk National Technical University of Oil and Gas

Foreign Teacher Trainer

2016-2017 - Ningbo, China

- Designed and delivered once a month training workshops, meetings, and orientation materials for foreign teachers, and crafted training guides and workshops to improve teaching strategies
- Conducted weekly meetings with instructors to assess progress, provided feedback, and observed classes to gather data on classroom involvement and students' learning experiences

Instructional Designer - Graduate Assistant

2014-2016 - University of South Alabama, Innovation in Learning Center

- Designed and led creation of comprehensive courses for *Graduate Teaching Certification* program with 170 graduating from program
 - Produced effective job aids, video tutorials, and led team in creation and delivery of training materials using Successive Approximation Model (SAM)
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Skills

Interactive Learning Tools:

- Adobe Captivate
- H5P
- Storyline
- Articulate Rise

Multimedia Production:

- Camtasia Studio
- Panopto
- SnagIt
- Canva

Online Course Development and Migration:

- Canvas
- Brightspace/D2L
- Moodle
- K16
- Cidilabs

Data Analysis:

- SPSS
- GPower
- QDA Miner

Productivity Software:

- Microsoft Office Suite
- Google Workspace
- Asana

Learning Theories:

- ADDIE
- Rapid Prototyping
- SAM
- Dick and Carey

Instructional Design and Development:

- Needs Analysis
- Program Evaluation
- Project Management
- Course Development
- Adult Learning Principles

Upon Request: Workshops, Publications, Full CV, References