

Ashley Frye
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Dear Hiring Manager at _____,

I am excited to apply for the Instructional Design position at _____. With a strong background in instructional design, eLearning development, and project-based learning, I am eager to contribute to your mission of _____.

Throughout my career, I have successfully designed and implemented engaging learning experiences that drive measurable improvements. As an **Instructional Design Intern at EduThemes**, I conducted **needs analyses, developed interactive eLearning materials using Canvas and Articulate Storyline 360, and created structured course outlines** that increased learner engagement and improved knowledge retention. My expertise in **LMS integration, instructional technology, and adult learning principles** allows me to craft learner-centered experiences that are both effective and scalable.

Beyond instructional design, my leadership experience as a **Social Media Specialist at Scratch Labs** and for **Cynisca Cycling** and **Founder of 4The Girls Jog Club** has sharpened my ability to **collaborate with cross-functional teams, manage multiple projects, and develop content that resonates with diverse audiences**. These roles have reinforced my **strategic thinking, adaptability, and innovation in digital learning solutions**—all of which are critical for designing impactful training programs at _____.

What excites me most about this opportunity is the chance to **develop engaging, innovative learning solutions that directly contribute to _____**. _____ commitment to continuous learning and improving _____ aligns perfectly with my passion for instructional excellence and creating meaningful educational experiences.

I welcome the opportunity to discuss how my expertise in instructional design and technology-driven learning can support _____ mission. Thank you for your time and consideration—I look forward to the possibility of contributing to your team!

Best regards,
Ashley Frye

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Portfolio

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Boulder,

PROFILE

Instructional Designer with a proven track record of increasing student engagement by 85% and academic performance by 20% through project-based learning (PBL) and technology-driven instructional strategies. Experienced in developing engaging eLearning solutions, optimizing instructional content through the ADDIE model, and conducting data-driven needs analysis. Designed and implemented LMS-integrated courses, achieving a 90% reduction in workload stress for educators. Strong collaborator adept at working with cross-functional teams to develop innovative training solutions that enhance learning outcomes and streamline instructional processes.

EXPERTISE

Instructional Design; Graphic Design; Technical Proficiency; Self-Motivation; Efficient & Effective Communication; Problem-Solving; Analytical Skills; Project Management; Planning; Design and Development; Social Media Marketing and Strategy; Team Leadership; Collaborative Design, LMS Integration; Project Management & Collaboration

TECHNOLOGY

Adobe Captivate, Adobe Illustrator, Adobe Photoshop, Articulate Storyline 360, Articulate Rise 360, Canva, Microsoft PowerPoint, G Suite; and TalentLMS

PROFESSIONAL EXPERIENCE

Instructional Design Intern

EduThemes (Remote) / November 2024-February 2025

- **Needs analysis:** Developed a needs analysis report by conducting surveys and interviews with educators to identify key instructional gaps.
- **Pacing Guidelines:** Created a structured course outline and pacing guide based on research findings to align with instructional goals.
- **Develop eLearning Course:** Designed interactive eLearning materials using Articulate Rise and Storyline, incorporating multimedia elements for engagement.
- **Storyboard:** Developed a storyboard and course development plan to guide digital learning experiences.

Certified Substitute Teacher

2022-2025

Colorado Department of Education / Mackintosh Academy /

- **Differentiated reading instruction for K-8 students** collaborated with educators to develop customized strategies to meet individual learning needs, utilizing data to improve literacy skills.
- **Implemented targeted interventions** that led to measurable gains in reading comprehension

and fluency, boosting student confidence and engagement.

- **Monitored and adjusted instructional approaches** based on regular progress data, consistent improvement in literacy outcomes, and alignment with targeted learning objectives.

Professional Cyclist

Cynisca Cycling / January 2023 – January 2025

- **Competed at the highest level in women's cycling**, representing Cynisca Cycling in national and international road races; applied advanced race tactics and adaptability to achieve team objectives in high-stakes environments.
- **Developed and executed individualized training plans** through data analysis and performance tracking, optimizing athletic conditioning and achieving peak performance across competitive events.

Assistant College Cross Country Coach

Regis University / October 2024 – Present

- **Designed and implemented data-informed training plans** by analyzing athlete performance metrics tailoring individualized approaches to optimize performance outcomes and enhance skill development.
- **Communicated effectively with athletes and staff**, providing targeted feedback and guidance and a supportive and adaptive learning environment that aligns with performance goals and fosters continuous improvement.

Social Media Strategist

Cynisca Cycling / Remote / October 2024 – Present

- **Increased audience reach by 76% and engagement by 47%** within the first month by implementing targeted social media strategies and high-impact content for Cynisca Cycling.
- **Achieved a 16% growth in followers and a 213% rise in audience activity** through consistent brand messaging, content optimization, and data-driven adjustments to enhance audience interaction and visibility.

Creator, Founder, & Director

4The Girls Run Club / Remote / November 2023 – Present

- **Led all logistics and strategic partnerships** for community events, securing sponsorships and driving club growth to fill a gap in women's running communities, resulting in a thriving network of members and robust brand support.
- **Established and grew Boulder's largest women's run club**, expanding community engagement across Boulder and Greater Denver by collaborating with brands like ASICS, Strava, Lululemon, and FleetFeet to host events and build a loyal following.

Instructional Design Projects

Instructional Solution: Reduce Teacher Burnout Through Technology Solutions*Internship Project/ Remote / November 2024 - Present*

- Conducted a comprehensive needs analysis through surveys and interviews, identifying key instructional gaps and opportunities for curriculum development.
- Developed a structured course outline and pacing guide aligned with identified educational needs and company objectives.
- Create engaging eLearning content with interactive multimedia components using Canvas and Articulate 360, enhancing learner engagement and comprehension.
- Collaborate with cross-functional teams to design a detailed storyboard and course development plan, ensuring seamless integration of content across digital platforms.

- **Instructional Goal 1:** Ensure participants successfully integrate three specific educational technology platforms into their classroom workflow, demonstrating at least three practical applications per platform.
- **Instructional Goal 2:** Measure and improve teachers' technology skills and stress levels via pre-course and post-course surveys, with 90% of participants analyzing and implementing three technology-based solutions in real-world scenarios to improve workload management and reduce technostress.

[Reducing Teacher Burnout Through Three Technology Solutions](#)

Educational Curriculum: Women's Running Education Program *Master's Project/ Remote / March 2025 - Present*

- Developing a **comprehensive educational program** addressing a **critical gap in women's sport education** by creating structured, science-backed modules on nutrition, menstrual cycle effects, injury prevention, gear selection, and safety.
- Conducted thorough **needs analysis** through surveys and interviews with female runners to identify educational gaps, resulting in a targeted curriculum that addresses specific challenges faced by women athletes.
- Created **multimodal learning experiences** incorporating videos, infographics, interactive assessments, and discussion forums to accommodate different learning preferences and increase engagement.
- **Implemented a validation strategy** including learner surveys, one-on-one interviews, and expert review sessions to continuously refine content quality and learning effectiveness.
- Designed a **structured learning path** with clear terminal and enabling objectives that help women runners make informed training decisions and apply knowledge to enhance performance.
- Established **measurable performance metrics** for the program, including completion rates, knowledge retention, engagement levels, and behavior change indicators to track educational effectiveness.

[Women Running Guide 101](#)

ADDIE Model: increase student motivation through Project Based Learning *Graduate Project/ Remote / July 2024–August 2024*

- **Increased students' academic performance by 20%** over eight weeks by implementing project-based learning (PBL) and technology-driven strategies focused on collaboration, critical thinking, and problem-solving; effectiveness measured through end-of-unit projects and pre/post assessments.
- **Facilitated daily real-time collaborative activities** using PBL and digital tools, leading 85% of students to report enhanced motivation and engagement with the material, as confirmed through learner feedback and performance analytics, leading to an 85% increase in student motivation and a 20% boost in academic performance.

- **Addressed a research gap** by applying project-based learning (PBL) methods at the elementary level, demonstrating their effectiveness in fostering motivation and engagement in a primary school setting and building upon prior studies predominantly conducted at the university level.
- **Collaborated on project tasks with stakeholders**, developing content and instructional materials to achieve specific educational outcomes.

[PBL with tech integration ADDIE Model](#)

EDUCATION

Grand Canyon University **2024 - Present (expected July 2025)**

Masters of Science, Instructional Design

GPA 4.0

Relevant Coursework: Brain-Based Learning, Education Research, Instructional Design, Curriculum Design Theories, Research and Evaluation for Systems and Experiences, Learning Experience Design and Development, Instructional Design Capstone

Grand Canyon University **2022 – 2024**

Bachelors of Science, Educational Studies

University Colorado Colorado Springs **2020 – 2022**

Bachelors of Arts, Inclusive Elementary Education

Achievements: Peak Scholarship 2020, 2021, & 2022

President's List fall 2020 & spring 2022

Dean's List spring 2021 & fall 2022