

Aurelia Isabel O'Neil, PhD

Instructional Designer | Learning Experience Designer | ELearning Developer

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Summary

An Instructional Designer with 10+ years of experience specializing in curriculum development, eLearning, and content strategy, I offer advance skills in training module creation. A strong history of collaborating with cross-functional teams to build innovative learning solutions. Adept at using learning technology, universal design principles, and blended approaches to design programs for target audiences.

Skills

Accessibility (WCAG, UDL) • Agile Management (CSM) • AI Avatars & Voice Tools (Synthesia, HourOne) • Articulate 360 (Storyline/Rise) • Cross-Functional Collaboration • Curriculum Development • Data Analytics & Evaluation (Jamovi, Kirkpatrick, Qualtrics, Delve) • Design & Prototyping (Figma, Storyboarding & Scripting) • eLearning Development • Google Suite • Graphic Design (Adobe Creative Suite, Canva) • Instructional Design (ADDIE, Bloom's Taxonomy, Gagné's Nine Events) • Learning Management Systems (Canvas LMS) • Microsoft Office • Productivity & Project Management (Airtable, Notion, Trello) • Proof-of-concepts • Public Speaker • Quality Matters Certified: AAPQMR & PRC • Research (qualitative and quantitative) • Understanding by Design (UbD) • UX Design • Video Creation • Web Development (Webflow)

Professional Experience

Aurelia O'Neil Consulting, LLC

Instructional Designer | May 2024 – Present

- Collaborate with EdTech companies to design research-informed learning experiences for go-to-market mobile applications, aligning instructional content with user needs, product goals, and evidence-based learning principles.
- Develop instructional assets—including user personas, storyboards, wireframes, and interactive prototypes—that align with both pedagogical goals and usability standards across platforms.
- Integrated gamification techniques, increasing learner engagement by 25%.

Texas A&M University-Corpus Christi

Instructional Designer | November 2024 – Present

- Design and implement digital learning solutions for 15+ cross-disciplinary faculty, ensuring alignment with learning objectives (blooms taxonomy) to assessment, accessibility standards (WCAG and UDL), and ensure Quality Matters standards.
- Develop AI-powered, scenario-based learning activities for online workshops, supporting real-world application and improving learner confidence and knowledge retention by 20%.
- Collaborate with cross-functional teams, including subject matter experts, designers, and technologists, to develop instructional materials, job aids, and standard operating procedures.

Graduate Assistant- Instructional Designer | May 2023 - November 2024

- Created 8+ interactive elearning courses using Articulate 360, Adobe Photoshop, and multimedia tools.
- Supported course development through video creation, activity design, and module testing to ensure alignment with instructional goals and accessibility standards.
- Led sprint-based projects as Scrum Master, training team members in agile planning, backlog grooming, and iterative development.

Corpus Christi Independent School District

Instructional Coach | June 2022 – May 2023

- Secured a \$5,000 grant to expand library resources, benefiting 481 students from low socioeconomic backgrounds.
- Facilitated professional development sessions for faculty, focusing on classroom management and instructional strategies, leading to a 68% increase in state assessment scores.
- Coached 22 teachers in classroom management and instructional strategies, reducing disciplinary referrals and enhancing the learning environment.

Education

Texas A&M University-Corpus Christi

PhD in Curriculum & Instruction

Emphasis Instructional Design & Education Technologies

Dissertation: *A Cross-Case Exploratory Analysis of Technology Integration in Dyslexia Interventions*