TRACY A. TISDALE

INSTRUCTIONAL DESIGN | LEARNING STRATEGY | CHANGE ENABLEMENT

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CORE SKILLS & TOOLS

ADDIE • SAM • Agile • Curriculum Architecture • Onboarding • Change Enablement (ADKAR) • Performance Consulting (HPI) • Manager Enablement • Assessment & Evaluation • UX/Usability • Articulate 360 (Storyline, Rise) • Adobe CC • Vyond • Captivate • Camtasia • Jira • Smartsheet • SharePoint • Box

EXPERIENCE

Instructional Designer (Collections), Toyota Financial Services - Remote (Contract)   02/2026–11/2026

Design and develop ILT, VILT, and eLearning for the Collections division; ensure materials meet design, functionality, and accessibility standards.

- Partner with SMEs to define objectives and build course content, facilitator/participant materials, and job aids.
- Iterate through review cycles to improve accuracy, clarity, and performance alignment.

Instructional Design/Change Enablement Consultant, Amgen, Inc. - Remote (Contract)   10/2024–Present

Design and deliver scalable learning and change enablement solutions supporting regulatory operations and workforce transformation.

- Developed change enablement resources for hiring managers during a corporate reorganization to improve transition readiness and continuity.
- Created curriculum maps and onboarding pathways aligned to role competencies and performance milestones.
- Designed manager toolkits (30/60/90-day assessments and 9-box talent grid templates) to support coaching and talent development.

Instructional Designer / Project Manager, USAA - San Antonio, TX - Remote (Contract) 07/2023–08/2024

Designed blended learning for multiple training organizations; aligned content to business goals.

- Developed blended learning using Storyline, Rise, Vyond, and Adobe Creative Suite; tracked work in Jira and managed assets in Box.
- Partnered with SMEs to translate requirements into measurable learning objectives and learner-ready content.
- Built a non-injury auto responder onboarding program consisting of 27 blended learning modules.

Project Manager III (Sr. Instructional Designer), VMware - Palo Alto, CA (Contract)   01/2023–05/2023

Supported launch of a Customer Success leadership program; managed delivery and stakeholder alignment.

- Developed a Training Playbook covering four Customer Success job roles.
- Built eLearning in Storyline and created job aids/resources using InDesign, Photoshop, Word, and SharePoint.
- Supported migration from Smartsheet to Asana by assisting with data cleanup and transition activities.

Instructional Design Senior Program Manager, TaskUs - New Braunfels, TX (Contract)   02/2022–10/2022

Led training program operations for the Chime Financial account; supervised ID, technical writing, and design teams.

- Managed client goals and timelines; used Asana and Google Sheets to track delivery and report status.
- Oversaw quality and on-time delivery across multiple training initiatives; coached team members on performance.
- Oversaw recruitment and hiring of 16 employees, doubling the team size to 33.

Sr. Instructional Designer, Rainmakers Strategic Solutions LLC - Ellicott City, MD   05/2020–02/2022

Designed and updated training for U.S. Government agency clients (CMS, HHS, OIG), including VILT, guides, activities, and eLearning.

- Produced ILT/VILT and eLearning deliverables using Articulate Rise and Storyline; storyboarded content in Word for SME review.
- Established development methods and standards; created supporting graphics using Photoshop and Illustrator.
- Produced training that generated $8M in revenue (2020) and earned promotion from Consultant to Associate.

ADDITIONAL EXPERIENCE

Senior Instructional Developer, GoDaddy - Gilbert, AZ (07/2018–05/2020) | Built new-hire training. Created product training (Rise/Storyline) for global launch; innovated method to customize training for sales teams across 47 locations.

Instructional Designer/Developer, Desert Financial Credit Union - Phoenix, AZ (04/2018–07/2018) | Developed ILT and eLearning for retail/sales, leadership, and compliance training.

Training Consultant/Technical Advisor, Two Roads LLC - Chandler, AZ (07/2016–Present, project-based) | Performance consulting, eLearning simulations (Captivate), and website development/marketing support.

Intel Corporation - Chandler, AZ (2006–2016)

- Designed and implemented an IT leadership cohort program; trained 125 instructors for global deployment; earned a Division Recognition Award (2016).
- Served as product owner for a performance-support content platform generating 731,029 pageviews; built an in-house help system housing 12,000 articles.
- Led a team of 11 developers to create 740 training products supporting SAP Supply Chain Management migration, delivering $8M cost savings.

EDUCATION & CERTIFICATIONS

B.A., Journalism (Magazine & Public Relations); Minor: English - Arizona State University
Graduate coursework: Educational Media and Computers - Arizona State University
Certified Usability Analyst (Human Factors International), 2012 (Certificate #2012-4013)