# Instructional Designer

## Vivian Cai ([portfolio](portfolio))

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## CAREER SUMMARY

- About 5 years' experience in Elearning Instructional design/development, and interactive media development.
- Profound understanding of **Educational Foundations** (Adult Learning Theory, Online Instruction theory, Instructional Strategies for online learning, and ADDIE Principle for Elearning design) and **Project Management**.
- Both MED and BS majored in Educational Technology and Instructional Design; Business degree candidate.
- Working Experience of **SCORM/AICC-standard Authoring Tools** (Toolbook, Captivate, Articulate, Storyline and Camtasia), and **Learning Management System** (SumTotal, Blackboard, Moodle, and MOOC)
- Working Experience of **Web Technologies** (Macromedia Suite, Adobe Suite, and Visual Studio), **Interactive Animation Design** ( PHP, JSP, HTML, JavaScript, CSS, ActionScript 3.0, and VRML), **Multimedia Development** (MS Office, Adobe Flash, Fireworks, Illustrator, Final Cut, Intuos4, and etc)
- Proactive self-starter in teamwork with effective problem solving and analytical skills; Excellent multi-tasking and customer service skills; able to work in a stressful environment; adaptability and flexibility.

## PROFESSIONAL EXPERIENCE

**ELEARNING INSTRUCTIONAL DESIGNER**                                                  **08/2011 – 03/2016**
**NURSING EDUCATION, CLEVELAND CLINIC,** OH

- Manage/Create all training courses for 10000+ employees. Consults extensively with curriculum specialists to capture project specific knowledge and instructional purpose. Analyze technical and instructional content, learners' skills level, and learning environment to identify appropriate instructional strategies.
- Create and assemble the content with appropriate SCORM/AICC-standard authoring tools (Captive, ToolBook, or Articulate) to create different online learning modules: Orientation, Annual competency, EPIC system, Professional skills education, Self directed learning, Scenario study, Quiz, Evaluation, and etc.
- Design and develop multimedia materials (text, graphic, audio, and video) and interactive learning materials using Flash, Fireworks, Imovie, and etc, to better serve nursing education and meet different instructional purposes.
- Write instructions to assist SMEs with online modules and create evaluation checklist to collect feedback; solve all problems regarding online modules and Learning system through email, phone call and workshop.
- Collaborate with Learning Center to release all online modules on Sumtotal; release courses on ADEO for external learners. Participate in review checkpoints as part of the quality assurance process including making suggested changes to the module based on the feedback from learners in Cleveland Clinic.

**CURRICULUM SPECIALIST**                                                                    **03/2010 – 05/2011**
**PROVOST OFFICE, UNIVERSITY OF TOLEDO,** OH

- Design, develop and implement new curriculum tracking system using .NET, MSSQL to facilitate faculties; manage undergraduate program information on CMS system.
- Perform curriculum data analysis from Banner database, export data to Excel and develop reports and presentation materials for Academic Innovation Office.
- Develop Electronic Resource Library for self study using instructional principle with web technologies, multimedia software and other educational technologies. Develop website for Asian Studies Program and Global Institute.
- Solve problems about CMS system or curriculum tracking system for faculty and staff through email, phone call and workshop; Help faculty and staff with their own problems about technologies.

**WEB MASTER**                                                                                      **10/2009 – 05/2011**
**CHINESE ASSOCIATION OF GREATER TOLEDO,** OH

- Provide project management of web development and news release to promote Chinese culture in Toledo; develop audio and Flash for CAGT to promote the organization activities like Taichi Day, Dragon-Boat Festival.
- Develop website using HTML with graphic and video design with Photoshop, Flash, Captive, and Dreamweaver.
- Develop website for Chinese Faculty and Staff Association in Toledo using HTML, JSP and Access database.

## EDUCATION

- **CLEVELAND STATE UNIVERSITY, OH, USA**                                        **09/2014 - present**
  MBA– marketing

- **UNIVERSITY OF TOLEDO, OH, USA**                                                  **08/2009 - 05/2012**
  MED in Educational Technology – Educational Media

- **UNIVERSITY OF YANSHAN, China**                                                    **09/2005 - 07/2009**
  BS in Educational Technology – Web design