

ERICA FANTASIA

INSTRUCTIONAL DESIGNER

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PROFESSIONAL SUMMARY

Instructional Designer with 7+ years of experience developing scalable learning solutions that drive technology adoption, employee enablement, and operational performance. Expertise in designing learner-centered eLearning, virtual, and instructor-led training programs that simplify complex concepts for diverse audiences. Strong background in stakeholder collaboration, scenario-based learning, and AI-assisted content development in fast-paced enterprise environments.

KEY SKILLS

Instructional Design Principles • Learning Experience Design (LXD) • Adult Learning Theory • Needs Assessment • Curriculum Development • eLearning Development • Scenario-Based Learning • Accessibility (508/WCAG) • AI-Assisted Content Development • SME & Stakeholder Relationship Management • Cross-Functional Collaboration • Project & Workflow Management • LLAMA Agile Project Management

WORK EXPERIENCE

Instructional Designer | POOLCORP Inc. | 2024 – Present

- Analyzed training needs, performance goals, and learning objectives to identify effective instructional strategies and recommend appropriate content delivery methods.
- Designed and implemented blended learning programs combining ILT, VILT, eLearning, and hands-on training to support enterprise-wide employee enablement initiatives.
- Leveraged generative AI tools to accelerate creation of scripts, learning scenarios, assessments, and storyboards, improving development efficiency and content scalability.
- Designed workflow-based learning experiences that translated technical concepts into actionable job skills for diverse learner audiences.
- Partnered with SMEs and business stakeholders to redesign and modernize training content, improving learner engagement and alignment with operational goals.
- Created microlearning assets, assessments, and performance support tools to improve knowledge transfer and on-the-job application.

Instructional Design Specialist | National Vision | 2021 – 2024

- Developed and launched 35+ eLearning courses, 10 Train-the-Trainer guides, and 3 enterprise onboarding programs supporting large-scale operational expansion initiatives.
- Designed structured learning paths and blended training programs aligned with business objectives and adult learning principles.
- Created assessments and learner engagement activities to measure retention and training effectiveness.
- Collaborated with SMEs and cross-functional stakeholders to translate complex operational concepts into learner-friendly training experiences.
- Managed multiple concurrent instructional design projects while maintaining quality standards, ADA accessibility compliance, and delivery timelines.

Operations Review Specialist | Florida Department of Children and Families | 2020 – 2021

- Developed eLearning courses and digital training materials using Articulate Rise to support statewide organizational learning initiatives.
- Designed instructional assets including storyboards, facilitator guides, learner activities, and performance support materials.
- Supported virtual training delivery by managing technical setup and live session production for social workers and agency staff across Florida.
- Collaborated with SMEs and stakeholders to translate policy and operational information into learner-centered content.

Course Development Specialist | Nexford University | 2020

- Designed competency-based online learning materials including course outlines, assessments, and learner engagement activities.
- Conducted needs analyses to align instructional solutions with learner and organizational goals.
- Collaborated with faculty and SMEs to develop learner-centered curriculum aligned with adult learning principles.

Junior Instructional Systems Designer (Contract) | Shoulder2Shoulder | 2020

- Supported the transition of instructor-led training programs to Distance-Based Instructor-Led Training (DBILT) for the VA Acquisition Academy.
- Audited and revised instructional materials to improve accessibility, learner engagement, and effectiveness in virtual delivery environments.
- Collaborated with stakeholders and SMEs to adapt content for remote learning and evolving training requirements.

TECHNOLOGY

Learning Design:

Articulate 360 (Storyline, Rise), EasyGenerator, Vyond, Canva, Adobe Creative Cloud, Axios

LMS & Content Management:

LMS (Workday, Blackboard, Canvas, People-first), SCORM, Microsoft 365, Cognota

AI & Digital Learning:

Generative AI Tools, (Chatgpt, Copilot, Gemini), AI-Assisted Storyboarding & Scriptwriting, Virtual Training Technologies, Digital Learning Asset Management, Training Workflow & Intake Systems

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science, Instructional Systems & Learning Technologies

Florida State University

Bachelor of Science, Psychology

Florida State University

Certifications

- LLAMA Agile Project Management Certificate Program — The Learning Guild
- Online Learning & Technology Certificate — Florida State University
- Interdepartmental Developmental Disabilities Certificate — Florida State University