

ERICA FANTASIA

INSTRUCTIONAL DESIGNER

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PROFESSIONAL SUMMARY

Instructional Designer with a Master's in Instructional Systems and Learning Technology and over 7 years of experience designing engaging, learner-focused training programs. Skilled in applying Adult Learning Theory, ADDIE, and SAM methodologies to develop scalable online, hybrid, and instructor-led training. Adept at collaborating with SMEs and stakeholders to build effective, visually appealing, and measurable learning experiences.

EXPERIENCE

Instructional Designer | POOLCORP Inc. | 2024 – Present

- Designed and implemented hybrid learning programs combining ILT, VILT, and hands-on training.
- Authored 15 facilitator and host trainer guides supporting mentorship and on-the-job learning.
- Created job aids, class materials, worksheets, rubrics, and evaluation tools to enhance learner performance.
- Collaborated with SMEs and stakeholders to redesign existing materials, improving instructional design alignment.
- Developed eLearning modules using Articulate 360; maintained course content for accuracy and engagement.
- Utilized AI tools for generating scripts, scenarios, assessments, and storyboards, improving development efficiency.
- Designed and managed training intake process to streamline development requests and prioritization.

Instructional Design Specialist | National Vision | 2021 – 2024

- Created engaging learning content aligned with business objectives and adult learning principles.
- Designed assessments and evaluations to measure learning effectiveness and retention.
- Applied ADDIE and SAM methodologies to guide full-cycle design, from analysis to implementation.
- Collaborated with SMEs and stakeholders to ensure content accuracy and business relevance.
- Managed multiple instructional projects simultaneously, ensuring timely delivery and quality outcomes.
- Developed and launched over 35 eLearning courses, authored and maintained 10 Train-the-Trainer guides, and designed 3 month-long hybrid onboarding programs to support company expansion initiatives.
- Ensured all training materials complied with legal standards, ADA accessibility requirements, and industry regulations within the field of optometry.

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

- Developed eLearning courses using Articulate Rise to support organizational training goals.
- Designed instructional materials including outlines, storyboards, guides, and evaluations.
- Partnered with SMEs and stakeholders to enhance instructional content and learner engagement.
- Managed technical setup and live production of virtual training sessions, ensuring seamless delivery and learner engagement for social workers across Florida.

Course Development Specialist | Nexford University | 2020

- Created course outlines, storyboards, activities, and assessments aligned with competency standards.
- Conducted needs assessments to identify performance gaps among learners and staff.

Junior Instructional Systems Designer (Contract) | Shoulder2Shoulder | 2020

- Supported the transition to Distance-Based Instructor-Led Training (DBILT) for the VA Acquisition Academy.
- Audited and revised training materials to improve accessibility and effectiveness for virtual delivery.

EDUCATION

Master of Instructional Systems and Learning Technology, Florida State University

Bachelor of Psychology, Florida State University

TECHNOLOGY

Articulate 360 (Storyline, Rise) | EasyGenerator | Vyond | Canva | Adobe Audition | Microsoft 365 Suite Microsoft (Word, Excel, PowerPoint, Teams, SharePoint, OneDrive, OneNote, Planner) | DeepL Translate | Cognota | LMS | Project Management Tools

CERTIFICATIONS

Online Learning and Technology, Florida State University

Agile Project Management Certificate Program, The Learning Guild

Interdepartmental Developmental Disabilities, Florida State University

KEY SKILLS

eLearning Development | Adult Learning Theory | Instructional Design | ADDIE & SAM Models | Training Needs Analysis | Assessment & Evaluation | Project Management | Collaborative Design | Written and Verbal Communication | Creative Problem-Solving | Detail-Oriented