

## Amy Kennedy

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### EDUCATION:

**Instructional Design Graduate Certificate**, University of Wisconsin Stout, online

**Master of Science**: Environmental Science, Indiana University

**Bachelor of Science**: Biology, University of Dayton

### SKILLS:

- E-learning Development Tools (Articulate 360 Rise and Storyline)
- Learning Management Systems (Canvas, Adobe LMS, Docebo)
- Video and Audio Editing and Production (Camtasia Studio, Audition)
- Project Management (Monday, Asana, Trello, Smartsheet)
- Curriculum Mapping, Course Design (QM), and Syllabus Design
- Storyboard, Assessments, Rubric, and Test Item Writing
- Process Improvement, Change Management, Training and Development
- Universal design principles and accessibility standards (WCAG, Section 508)

### EXPERIENCE:

**Senior Learning Experience Designer, Symetra Financial Inc.**

January 2024-present

- Lead organizational change initiative for the launch of the new Contact Center Customer Service Representatives' new hire training curricula from conception to delivery.
- Provide learning strategy, design, and development of learning content across multiple modalities to support technical training curricula.
- Conduct comprehensive needs assessments of existing training curricula to identify learning gaps and develop targeted instructional strategies.
- Utilize instructional design methodologies to create innovative and effective learning solutions aligned with business outcomes and learner needs.
  - e-learning courses, mock scenarios, assessments, videos, job aids, etc.
- Collaborate with SMEs and stakeholders to drive instructional readiness and ensure training content accuracy and relevance.
- Manage entire life cycle of course development, simultaneous multiple projects, and competing priorities while adhering to business outcomes, timelines, budget, and quality standards.
- Provide training and coaching to team members on adult learning principles, instructional design best practices, and e-learning tools.
- Evaluate training outcomes using various metrics for continuous improvement of training.

**Instructional Designer, Project Manager, Magic Edtech Software Development**

October 2023-January 2024

- Led end-to-end course development process in collaboration with SMEs to develop Certified Nursing Assistant online program.
- Managed simultaneous multiple course developments, timelines, SMEs, and copyeditors to meet deadlines.
- Designed Nursing CEU Microlesson storyboards for Dynamic Health on post-surgical care topics.

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### **Learning Experience Designer, Hanger Prosthetic Devices & Orthotics Clinic**

July 2023-October 2023

- Led organizational change by designing, developing, and launching the new Hanger Clinic University online training learning pathways and LMS for healthcare professionals and clinicians.
- Designed online scalable learning solutions to implement process improvements utilizing needs assessments, business strategies, global learning strategies, and data-driven insights.
- Collaborated with stakeholders and subject matter experts (SMEs) to design and develop online learning experiences aligned to business priorities.
- Converted Instructor Led Trainings into dynamic self-paced on-demand online learning.
- Managed simultaneous multiple courses, timelines, and competing priorities.

### **Instructional Designer, Galen College of Nursing, HCA Healthcare**

August 2016-June 2023

- Led end-to-end course development process in collaboration with SMEs to develop DNP, MSN, BSN, and ADN arts and sciences and nursing online courses.
- Conducted needs assessment, and developed course syllabi, learning outcomes, formative and summative assessments, and rubrics using Bloom's Taxonomy, backward design, and ADDIE.
- Designed and developed engaging interactive multimedia for online courses such as scenarios, practice applications, games, videos, case studies, and interactive assessments using ID best practices and eLearning development tools (Articulate 360, Camtasia).
- Built online course structure and content in Canvas LMS according to 508 and QM standards.
- Constructed course curriculum maps aligning course objectives, content, and assessments.
- Managed simultaneous multiple projects, timelines, SMEs, and multimedia staff.
- Developed workflow, SOPs, SME resource documents, and course development templates.
- Developed and presented faculty training and piloted emerging instructional technology platforms.

### **Freelance Contract Instructional Designer, Amy Kennedy Education Consulting, LLC**

#### **Exputo Consulting, Sprinklr Software Platform**

- Designed and developed online training modules for sales and other internal teams on the Sprinklr software platform from content documents, webinars, and PowerPoint decks.

#### **American Institute of Certified Public Accountants (AICPA)**

- Designed storyboards from content training documents for the development of interactive online training in the Gomo e-learning platform.

#### **Luma Brighter Learning Instructional Design Services**

- Collaborated with SMEs to develop online and blended courses and training for various corporate industries, higher education, and government clients.
- Designed storyboards and audio scripts for interactive learning activities for online courses.

#### **Zaption Educational Technology**

- Designed and developed interactive high school science video lessons aligned with Next Generation Science Standards (NGSS) on Zaption's custom learning platform.
- Authored and embedded audio and formative and summative assessments

#### **KeelWorks Education Foundation**

- Designed and developed learning objectives, strategies, needs assessments, and storyboards for online courses.

**Wiley Education Publishing**

- Reviewed and organized content for online college courses in Blackboard LMS.

**Houghton Mifflin Harcourt**

- Authored, reviewed, aligned, and edited assessment items using WebCMS for NGSS-based high school Biology and middle school Earth Science courses.

**McGraw Hill Education**

- Reviewed science content of online and print teacher and student-facing materials for scientific accuracy and Next Generation Science Standards (NGSS) alignment.

**WiseWire Education Publishing**

- Authored, reviewed, and edited Florida Virtual High School Marine Science course assessment items.

**Assistant Director, Ohio College Career Technical Education Grant, Sinclair Community College**

2014-2015

- Developed curriculum maps for Ohio college career technical curriculum.
- Collaborated with secondary and postsecondary instructors and SMEs to align college and high school career technical curriculum learning objectives.
- Developed and delivered professional development training for educators.
- Managed department staff and Ohio Department of Education grant funding budget, data collection, tracking, and reporting and deliverable deadlines.

**Science Curriculum and Assessment Specialist, Ohio Department of Education**

2013-2014

- Designed and developed Ohio K-12 science curriculum and learning standards.
- Managed state science computer-based assessment development and contract vendors for quality control, UDL compliance, deadlines, standards alignment, and test specifications.
- Authored and reviewed technology-enhanced science assessment items.
- Designed, developed, and delivered professional development training for science educators.
- Led and facilitated subject matter expert (SME) review and scoring of assessment items.

**High School Science Instructor and STEM Education Coordinator, Stebbins High School**

2005-2013

- Pioneered district-wide STEM educational and activities partnerships.
- Secured and managed STEM grant projects through the full grant cycle.
- Designed formative and summative assessments to assess learning objectives.
- Utilized UDL principles for accessibility and differentiated instruction and assessments.
- Designed, developed, and implemented science curriculum, learning objectives, strategies, technology integration, and differentiated instruction for the following courses:  
AP Biology, Biology, Forensics, Environmental Science
- Supervised, mentored, and evaluated student-teacher interns.

**High School Science Instructor, Chaminade-Julienne High School**

2001-2005

- Designed formative and summative assessments to assess learning objectives.
- Coordinated annual school-wide science fair.
- Designed, developed, and implemented science curriculum, learning objectives and strategies, and technology integration for the following courses:

Advanced Placement Biology, Honors & College Prep Biology  
Chemistry, Integrated Science, Microbiology, Environmental Science

**Science Education Coordinator, Boonshoft Museum of Discovery**

2000-2001

- Designed, developed, and delivered science education programs, public events, activities, and exhibitions to schools, community groups, and the public.
- Coordinated design, development, and implementation of science exhibits and label copy.
- Trained and supervised volunteers and part-time program instructors.

**PUBLICATIONS & CONFERENCE PRESENTATIONS:**

- Kennedy, A. (2018, November). *Great Scott!: Aligning Learning Outcomes with Assessments and Games with 1.21 Gigawatts of Engagement Power*. Presentation at the Online Learning Consortium, Orlando, FL
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- Kennedy, A. (2018, July). Aligning Instructional Activities to Student Learning Outcomes. *Galen College of Nursing Faculty Focus*, Vol 8, Issue 7, pgs. 7-10
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- Kennedy, A. (2018, February). Overview of Two-Phase Course Development Process and Your Role as a Faculty. *Galen College of Nursing Faculty Focus*, Vol 8, Issue 2, pgs. 10-11