

Karen Loftus

Instructional Designer, eLearning Developer, Curriculum Developer, Trainer, and Program Manager with experience in ILT, virtual, on-demand, and blended learning environments. Dedicated to clear, concise, and equitable training for all. Additional experience in graphic design, UX design, production management, and project management. Strong collaboration, organization, and communications skills.

Contact

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Portfolio Site: <https://www.karenloftus.info/>

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Skills

eLearning Development: Articulate Storyline, Articulate Rise, Adobe Captivate, Camtasia,

Graphic, Animation, and Video: Adobe Creative Suite, Vyond, Camtasia, Adobe Premiere Pro

Learning Management Systems: Canvas, Talent LMS, Moodle, Haiku, Google Classroom

Communication and Administration:

Microsoft 365: Teams, SharePoint, Outlook, Planner, Google Suite, Zoom, Zoom Webinar, Webex, Google Meet, Trello, Monday.com, Slack, Crew, Windows, Macintosh

Experience

Instructional Designer and eLearning Developer - Evolve Solutions Group

- Designed and developed interactive learning experiences to accelerate client and employee adoption of software and online Web Applications
- Assisted in the creation of a generative AI Story Gamification project
- Collaborated with Subject Matter Experts (SMEs) to translate complex concepts into clear, engaging learning content
- Presented at the company's online learning conference on emerging technologies in Learning and Development and the use of game mechanics to improve learning and retention
- Industries included: Financial, Utilities, Food and Beverage

Instructional Designer and Developer - MATC Group, Remote

- Collaborated with content SME's to design and Developed eLearning experiences utilizing a modified ADDIE model
- Created, clean, modern UI designs aligned with brand and accessibility standards
- Utilized tools such as Adobe Creative Suite, Articulate 360, Camtasia and Vyond
- Incorporated game mechanics to increase learner engagement and knowledge retention
- Industries included: Retail, Health, Transportation, Fine Arts, Shipping, Software

Freelance eLearning Developer - Career Compliance Solutions - Freelance

- Built eLearning compliance courses in Articulate Storyline
- Generated voice over scripts
- Created necessary graphics and digital assets using Adobe Creative Suite
- Served on Quality Assurance (QA) team prior to course launch

Program Director – Theatrical Workforce Development Program, Roundabout Theatre Company/Education at Roundabout, NYC

- Built an entertainment technology training program for NYC residents in partnership with the International Stagehand union.
- Managed and supported stakeholders, Subject Matter Experts, program staff and participants
- Tracked and analyzed data and anecdotal research to implement program improvements
- Administered the LMS and built in-person, virtual, and on-demand learning experiences for both program participants and instructors using adult learning theories and the following tools: Adobe Creative Suite, Articulate Storyline, Adobe Captivate, Camtasia, Adobe Premiere Pro
- Liaised with potential employers, program donors, and press when needed
- Oversaw all schedules, budgets, operating guidelines, and other program administration needs

Curriculum Developer – Theatrefolk/Drama Teacher Academy, Toronto, Canada

- Created professional development courses for theater teachers internationally
- Built all digital assets for training using Adobe Creative Suite and Google Slides
- Facilitated in-person workshops at select conferences
- Co-Authoring books on instructional strategies and methods in distance learning

Instructor, Graphic and Multimedia Design - Media Arts Center, New Haven, CT

- Taught workshops in Graphic Design
- Mentored learners through project-based learning so that each workshop ended with a completed independent project

Graphic Designer and Website Developer - Vega Applications Development, Media, PA

- Interviewed clients to determine their UX needs for websites and web applications.
- Designed and created UX for web-based applications and websites using HTML, CSS, Javascript and basic ASP as well as Adobe Photoshop and Illustrator
- Served as Quality Assurance and Usability tester for web-based products

Related Experience

Production, Stage, and Entertainment Manager - Freelance

- NYC: Manhattan Theatre Club, Blue Man Group, Lee Strasberg Theatre and Film Institute
- Regional: Walt Disney Parks and Resorts, White Plains Performing Arts Center

Education

- M.F.A. Theatrical Design and Production – *University of California, Irvine*
- B.A. Theatre – *DeSales University*
- Teacher Certification – *Florida Southern College*
- eLearning and Instructional Design Certificate – *University of California, Irvine*
- Instructional Design & Tech Accelerator Program Certificate
<https://www.linkedin.com/company/instructional-design-tech-accelerator-certificate-program/>

Portfolio Site:

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