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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Skills

eLearning Development: Articulate Storyline, Articulate Rise, Adobe Captivate, Camtasia
Graphic, Animation, and Video: Adobe Creative Suite, Vyond, Adobe Animate (beginner), Adobe Premiere Pro
Learning Management Systems: TalentLMS, Canvas, 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 Developer - MATC Group, Remote, July 2022 - Present
- Design and Develop eLearning experiences utilizing a modified ADDIE model
- Create UI, digital assets, and interactive experiences using Articulate 360, Adobe Creative Suite, Camtasia, and Vyond
- Serve as a peer QA reviewer for other colleagues work

Program Director – Theatrical Workforce Development Program, Roundabout Theatre Company/Education at Roundabout, NYC - 2016 - July 2022
- 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 build 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
- Created all program promotional materials both digital and print.
- Liaisoned with potential employers, program donors, and press when needed
- Oversaw all schedules, budgets, operating guidelines, and other program administration needs

eLearning Developer - Career Compliance Solutions - 2021 - Present
- Build eLearning compliance courses in Articulate Storyline utilizing a completed Storyboard
- Generate voice over scripts
- Create necessary graphics and digital assets using Adobe Creative Suite

- Serve on QA team prior to course launch

Curriculum Developer – Theatrefolk/Drama Teacher Academy, Toronto, Canada - 2013 - 2022
- 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-Authored books on instructional strategies and methods in distance learning

Instructor, Graphic and Multimedia Design - Media Arts Center, New Haven, CT - 1995 - 2004
- 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 - 2000 - 2004
- 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

Interface Designer - bigchalk.com, Malvern, PA - April 2000 - December 2000
- Served as part of a team of UX developers to create the UI for the online educational resource "Electronic Library" using Adobe Photoshop and Illustrator
- Created program tutorials using Adobe Creative Suite
- Assisted with usability testing

Fine Arts Department Head | Theatre Director - St. Cloud High School, St. Cloud, FL - 2004-2012
- Oversaw and supported a department of four arts teachers
- Taught all theatre related courses including Acting, History and Literature, and Stagecraft
- Created blended learning environment for students using an LMS (Moodle)
- Directed and produced 8-12 shows a year and managed performing arts facility
- Awarded runner up Arts Teacher of the Year
- Member of the initial Florida Digital Educator Cohort

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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