Laura Lawson
Instructional Systems Specialist

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Dedicated and results-driven professional eager to leverage extensive skills and knowledge to enhance business performance. Excels in both collaborative and independent roles, utilizing a strong work ethic and adaptability to drive company objectives. Passionate about continuous learning, growth, and operational efficiency to meet organizational needs and maximize service value.

Experience

Instructional Systems Designer - SCCI, Inc. (40 hrs/week) *2024 - present*

As a Contractor of the DoD, SCCI, Inc., my routine duties are:

- Designed and developed interactive multimedia instruction (IMI) in an XML environment for web-based and stand-alone delivery, ensuring versatile, multi-platform access.
- Created instructional materials using Agile principles, resulting in high standards and continuous improvement to meet learning objectives.
- Wrote technical training storyboards using an XML toolset, producing clear, structured content for specific learning needs.
- Collaborated with ISDs, SMEs, multimedia developers, and graphic artists, creating engaging instructional content through peer reviews and meetings.
- Developed and deployed interactive emulations to enhance students' hands-on learning experiences in a simulated environment.
- Created interactive drills, quizzes, and exercises to reinforce learning and practical application for students.
- Ensured SCORM compliance to make content interoperable with various LMS platforms, broadening accessibility.
- Delivered training services, including automated classroom design, curriculum development, instructor-led sessions, simulations, and detailed Training Support Packages (TSP).

Instructional Designer & Educator -LearningMatters, LLC (10 hrs/week) *2014 - present*

- Designed and developed custom eLearning courses using various authoring tools, creating interactive learning tailored to client needs.
- Conducted needs assessments to develop targeted training programs to address skill gaps and boost learner performance.
- Managed projects from client consultation to delivery, ensuring on-time, on-budget completion while maintaining high-quality standards.
- Collaborated with SMEs, graphic designers, and multimedia developers to produce visually compelling content that enhances learning.
- Created storyboards, scripts, and prototypes aligned with instructional goals for clear and effective course designs.
- Delivered learning through web-based, instructor-led, blended, and mobile formats for diverse audiences.
- Used Agile principles to refine course designs based on client feedback, ensuring continuous improvement of learning materials.
- Applied learning metrics (e.g., Kirkpatrick Model) to measure training effectiveness and make data-driven instructional improvements.
- Provided post-project support, including course updates and technical assistance, fostering long-term client partnerships.
- Marketed services through a website, social media, and networking, attracting a diverse client base from small businesses to non-profits.
- Handled business operations, including contracts, invoicing, budgeting, and planning, ensuring a profitable freelance business.

Certifications

Google Professional UX Design Certification *December 2023*

Education

Master of Education: Learning, Design, & Technology *2024-2025*

- Arizona State University
- GPA: 4.0
- Awards: Recipient of National Military Family Scholarship

Bachelor's Degree in Music *2009-2013*

- **Florida State University & Texas Christian University**
- **GPA**: 3.7
- **Awards**: Dean's List, Teaching Assistant, Recipient of Full Scholarship

Skills

- Instructional Design
- ADDIE, SAM, Gagne's 9, Andragogy
- Detailed Design Document
- Agile Methods & Project Management
- Storyboard & Wireframes
- Prototypes, LXD Research
- Accessibility Evaluation
- Visual Design (Canva, Adobe Express)
- Video & Audio Production
- AI Implementation
- Articulate Suite
- LMS Experience (Talent LMS, Canvas).