

RACHEL MASSON

Instructional Designer (Contract/Part-Time)

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PROFESSIONAL OVERVIEW

Instructional Designer with 10+ years of experience designing e-learning modules, curriculum, and training programs for enterprise technical audiences. Expert in **ADDIE/SAM methodology, Articulate 360/Rise/Storyline, LMS administration** (Canvas, D2L, Workday), and **SCORM/xAPI compliance**. Proven track record of improving **learner completion by 40%+, knowledge retention by 35%+, and reducing onboarding time by 30%** through UX-driven learning design. Available for **part-time, contract (20-30 hrs/week)** or temporary projects.

SKILLS

Methodologies: ADDIE, SAM, Agile Learning Design, Human-Centered Design

Authoring Tools: Articulate 360, Rise, Storyline, Adobe Captivate, Sana Learn

LMS/LXP: Canvas, D2L, Workday LMS, SaaS platforms

Standards: SCORM 1.2/2004, xAPI, Section 508, WCAG 2.1

WORK EXPERIENCE

Manager, Technical Learning & Enablement | Workday, Atlanta 2021 – PRESENT

(formerly: Senior Content Developer & Instructional Designer, 2021–2023)

- Designed and delivered **100+ global enablement programs** across AI, cybersecurity, product management, and cloud domains for **7,000+ Product & Technology employees**; achieved **100% learner NPS** and record engagement rates
- Built **SCORM-compliant e-learning modules** and certification programs using **Articulate 360/Rise**; improved **learner completion by 41%** across technical training programs
- Developed UX-driven learning frameworks and digital learning architecture adopted enterprise-wide; reduced **onboarding time by 30%** and manual processes by **60%**
- Created **job aids, narrated slideshow videos, interactive e-learning content**, and facilitator guides for live and self-guided learning sessions
- Partnered with **subject matter experts (SMEs)** to define learning objectives, conduct needs assessments (audience/task/gap analysis), and recommend training strategies
- Led AI enablement programs for Flowise.ai, Paradox AI, Sana.ai, Cursor.ai; achieved **50% improvement in accessibility** and record session attendance
- Implemented **xAPI tracking and learning analytics** to measure training effectiveness; improved **knowledge retention by 46%** through refined ADDIE workflows
- Mentored junior instructional designers and established enablement culture integrating human-centered design, data analytics, and automation

Learning Experience Designer & Enablement Manager | TK Elevator, Thyssenkrupp, Atlanta 2018 – 2021

- Designed **blended learning curriculum** (digital, self-paced, instructor-led) for **5,000+ employees** across compliance, product training, finance, HR, and customer experience
- Reduced **shared service errors by 20%** and increased operational efficiency by **30%** through performance-focused enablement programs

- Shortened onboarding time by developing self-paced digital programs and standardizing operating procedures
- Launched leadership development programs for mid-level managers incorporating coaching, 360 feedback, and data-driven growth pathways
- Governed LMS operations and portfolio management; improved efficiency and global alignment through standardized frameworks

Senior Learning Designer | APASS Consulting Group, Remote

2015 – 2019

- Delivered interactive, adaptive learning solutions for enterprise clients in technical and compliance domains; applied learning science and UX design to improve knowledge retention and behavioral outcomes
- Partnered with executive stakeholders to define learning objectives, success metrics (KPIs/OKRs), and scalable enablement strategies
- Developed **storyboards, course content outlines, interactive exercises, assessments, and job aids** to achieve learning outcomes
- **Client-facing consulting role** requiring rapid onboarding, SME collaboration, and meeting external customer expectations.

KEY PROJECTS & LEARNING PROGRAMS

Ai Enablement Program | Workday, 2023–2024

- **Objective:** Rapid adoption of 4 AI tools across 7,000+ employees
- **Deliverables:** 25+ Articulate Rise modules, job aids, narrated videos, certification program
- **Impact:** Record engagement, 50% accessibility improvement, 100% NPS

Technical Certification Framework | Workday, 2021–2023

- **Objective:** Build foundational digital learning architecture for Product & Technology org
- **Deliverables:** UX-driven learning frameworks, certification programs, modern content delivery systems
- **Impact:** Enterprise-wide adoption, 30% onboarding time reduction

Leadership Development Program | TK Elevator, 2019–2020

- **Objective:** Strengthen leadership readiness for mid-level managers
- **Deliverables:** Coaching program, 360 feedback system, data-driven growth pathways
- **Impact:** Improved leadership readiness and operational efficiency by 30%

EDUCATION

Post-Graduate Certification in Instructional Design | University of Georgia, Athens, GA | 2018

Master of Arts (M.A.) in Teaching | University of West Georgia, Carrollton, GA | 2015

Bachelor of Arts (B.A.) in History, Pre-Law | Georgia State University, Atlanta, GA | 2012

CERTIFICATIONS

Product Management Certification | Product HQ | Jan 2022

User Experience (UX) Design Certification | Google | Feb 2022

Project Management Certification | Google | Dec 2021

AVAILABILITY

Part-time contract: 20–30 hours/week

Temporary/projects: Flexible start dates