

JULIE ZELLER, MS

SENIOR INSTRUCTIONAL DESIGNER

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I have extensive experience designing and developing training programs using the ADDIE and AGILE models. I can create effective and engaging training materials using tools like Articulate Storyline, RISE, and Vyond. As a seasoned leader and collaborator, I am well-equipped to lead teams of designers and work with cross-functional partners to develop training solutions tailored to your unique needs, with a diverse background in healthcare, government, telecommunications, and software industries.

TECHNICAL PROFICIENCIES

Articulate RISE | Articulate Storyline | Adobe Captivate | Adobe Creative Cloud | Microsoft Office Suite | Google Workspace | Webex | GoToMeeting |

Zoom SharePoint | Snagit | Camtasia | Lectora | Vyond | WellSaid | Moodle | Workramp | Skilljar Cornerstone | 360Learning | Evolve | SumTotal

CAREER HIGHLIGHTS

- Led a team of 4 junior instructional designers across different projects, enabling quick resolution for customer issues.
- Saved **\$1.2M** for a global training organization by initiating and implementing the transition from physical to elearning for **150+ textbooks** using Adobe DPS (championed early adoption of software now known as **Adobe AEM**).
- Received ISPI **award for Human Performance Intervention** for **Lectora** simulation for USCG Independent Duty Health Specialists.

PROFESSIONAL EXPERIENCE

REVENUE ENABLEMENT CURRICULUM DEVELOPER

8/2024-Present

Nutanix on contract *with MasTech*

San Jose, CA

- Organized training for a \$10.5 million 4-day Tech conference with 30 subject matter experts. Resulting in 30 workshops and 2-hour keynotes each day for 1000 Sales Engineers.
- Designed updated training for 6 of Nutanix core programs, a total of 15 eLearning courses, delivered globally.

SENIOR INSTRUCTIONAL DESIGNER

6/2024-8/2024

Apple on contract with Harvey Nash (Remote)

Cupertino, CA

- Collaborated with subject matter experts to analyze target audience needs and develop three courses regarding Apple Ad Sales, completing **4** training courses.
- Learned highly technical strategies utilizing **Adobe Captivate, Adobe Photoshop, and Adobe Audition**

SENIOR TRAINING SPECIALIST

2/2024 - 6/2024

Ecolab on contract *with Acro* (Remote)

St. Paul, MN

- Collaborated with subject matter experts to analyze target audience needs and develop learning objectives aligned with business goals for a diverse set of mining topics, completing **3** training courses.
- Developed and implemented interactive e-learning modules using **Articulate RISE**, resulting in a 30% increase in employee engagement with training materials.

LEARNING EXPERIENCE DESIGNER

8/2023-1/2024

Lenovo on contract *with Adecco* (Remote)

Raleigh, NC

- Designed and developed **Articulate RISE** courses for **200 Customer Success Managers** to ensure customer experience in the ServiceNow platform

- Parttime administrator of LMS **GROW**

SENIOR INSTRUCTIONAL DESIGNER

5/2023 - 8/2023

Nike on contract with Insight Global (Remote)

Beaverton, OR

- Utilized Articulate **Storyline** to create emotionally engaging, memorable, interactive software training
- Designed, developed, and delivered 3 eLearning courses for **200 software engineers**; training was deemed highly detailed, with a logical workflow and process and communication that fit the audience

TRAINING PROGRAM MANAGER

6/2022-3/2023

VistaPrint (Remote)

Boston, MA

- Spearheaded a team of 4 Instructional Designers across different projects on a global scale, delivering exceptional outcomes through collaborative efforts and effective leadership.
- Designed and developed **21 courses** on Accessibility Awareness (A11y), utilizing **Articulate RISE** and **Vyond animations** to improve the accessibility of the learning material for all individuals

SENIOR LEARNING DESIGN SPECIALIST, SALES

3/2020 – 5/2022

Google Cloud

San Francisco, CA

- Launched **10** product, solution, and web-based training programs using **Articulate Storyline**, including **RISE** courses and **Vyond** animations, for internal cloud field sales and global business development representatives in collaboration with cross-functional partner teams of up to **8** people
- Produced **100+** animated videos **Vyond**, sales process voice narration, **8** interactive scenarios on sales process navigation created in **Articulate RISE**, and **12** assessments while instituting a **12-week** online onboarding program for **200** sales representatives weekly over **3** months

SALES ENABLEMENT SPECIALIST

7/2019 – 2/2020

Looker

San Francisco, CA

- Designed a **2-day** sales enablement **New Hire** workshop for **20** attendees monthly over **ten** months in collaboration with **2** IDs and **8** subject-matter experts (SME) to orient salespeople using Salesforce
- Initiated a series of ramp-up sales training workshops for **300** account executives, software engineers, and sales development representatives covering systems, software programs, and sales process

INSTRUCTIONAL DESIGNER, TECHNICAL OPERATIONS

9/2018 – 6/2019

Waymo on contract with SMCI Consulting

Mountain View, CA

- Collaborated with **6** subject-matter experts, **2** directors, and **2** stakeholders to ensure meeting legal expectations, generating a **12-course** learning curriculum for technical operations.
- Trained fleet of **1K** drivers in **2-week** new-hire onboarding through classroom training, e-learning assessments, and **4** hours of practical training, achieving **4+** CSAT scores

SENIOR E-LEARNING INSTRUCTIONAL DESIGNER

3/2013 – 2/2018

Genesys Telecommunications Laboratories

Daly City, CA

- Partnered with **12+** product leaders, including **20** subject-matter experts covering **48** products and a learning management system (LMS) administrator, through consistent communication and whiteboarding to ensure new hire and product training delivery
- Implemented books through **Adobe AEM** for international training access to retain **\$1.2M** in training product savings over **3** years by transitioning from printed workbooks

EDUCATION

MASTER OF SCIENCE – Instructional Technology

California State University, Chico 3.9 GPA

Chico, CA

BACHELOR OF SCIENCE – Instructional Technology

California State University, Chico 3.0 GPA

Chico, CA