

# Violet Hutchison

Instructional Designer

## CONTACT

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 /in/violet-hutchison


## SKILLS

- Instructional design models
  - ADDIE, Kemp, Backward model
- Instructional design strategies
- eLearning development software
  - Vyond, Articulate, Camtasia, Adiate, WalkMe, Canva, Adobe Suite
- Web conferencing platforms
  - Webex, MS Teams, Zoom, Skype
- LMS reporting and administration
- Audio & video production
- Microsoft Office 360 suite
- Development of onboarding and continuing development of content
- Department-specific program development
- Course material development
- Survey/Evaluation strategies & management
- Curriculum design & implementation
- Program impact evaluation and revisions
- Quality Management
- Team leadership
- KPI execution
- Training Scheduling
- Deliver in-person & virtual facilitation
- Asynchronous/synchronous virtual learning program management

## EDUCATION

 Organizational Leadership  
Southern New Hampshire University  
Expected Graduation: 2028

 The Modern College Of Design (08-09)  
Relevant coursework: Graphic Design,  
Adobe Suite, design foundations

 Springfield Catholic Central  
2008

## CERTIFICATIONS

- Knowledge Management Certification, ATD 2019
- Microlearning Certification, ATD 2019
- Virtual Facilitation Certification, ATD 2018
- Virtual Development Certification, ATD 2018
- Crucial Conversations 2017
- Senn-Delaney (Limited Way) Leadership 2017

## PERSONAL STATEMENT

As an Instructional Designer, I am passionate about impactful adult learning and am well-versed in instructional design strategies and analysis for continuous improvement. I always keep the learner experience at the forefront of design and implementation, ensuring that all content is up-to-date, engaging, and educational to achieve organizational goals. I am interested in new learning strategies for adult learners and understanding how they directly influence and shape business outcomes.

## WORK EXPERIENCE

**Instructional Designer** 2014-Current  
Victoria's Secret and Company

- Implemented and maintained knowledge of instructional design principles to develop high-impact e-learning, in-person, and centralized virtual training modules and materials
- Developed facilitation guides to standardize the learning experience and expedite facilitator onboarding
- Managed virtual onboarding program structure and automation of MS Teams creation for 2000+ hybrid agents
- Mobilized efforts to virtualize onboarding and analyzed routines to create new approaches while building new procedures and systems
- Managed curriculum maps for multiple learning journeys including designing hybrid onboarding, in-person, and fully virtual onboarding achieving 83% knowledge retention and 80% customer satisfaction from new associates
- Monitored and documented onboarding process metrics to analyze year-over-year performance trends
- Partner with SMEs to understand learning needs of associates and leaders to develop engaging learning opportunities
- Identified pre and post-measurement need for ROI on major learning initiatives
- Pioneered the launch of Cornerstone LMS, unlocking advanced features, and driving a substantial uplift in overall learning, engagements, and system performance.
- Launched MS Teams implementation, collaborating with MS engineers tailoring the product to the organization.
- Master Facilitator for virtual, hybrid, and in-person learning

## AUTUMN TRAILS STABLE

**Board Secretary** 2022- Current

- Prepare and maintain meeting minutes, record any motions, votes, and decisions, and ensure that the minutes are accurate

**Social Media Coordinator and Developer** 2023- Current

- Develop content, engage with the audience, and manage comments to boost new contacts by 31%, response rate by 90%, and organic reach by 43% in campaigns

**Fundraising Committee Head** 2024

- Develop and oversee fundraising strategy for ATS, involving the board to expand donor base and raise funds for the organization's mission. First event as head raised double to year prior.