

DOROTHY HOUSTON

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PROFESSIONAL SUMMARY

Instructional Designer and Learning Experience Strategist with a background in business management, poised to leverage expertise in adult learning theory, UX design principles, and systematic instructional design methodologies (ADDIE, SAM). Proven ability to architect engaging, accessible, and impactful learning experiences across corporate, academic, and customer onboarding environments. Adept at conducting needs analyses, designing data-driven curricula, and developing multimodal learning solutions that improve performance, adoption, and user satisfaction. A collaborative partner skilled in managing cross-functional projects from analysis through evaluation.

CORE COMPETENCIES

- **Instructional Design & Theory:** ADDIE Model | Adult Learning Theory (Andragogy) | Backward Design | Learning Experience Design (LXD) | Universal Design for Learning (UDL) | Kirkpatrick's Evaluation Model
- **Curriculum & Content Development:** Needs Analysis & Task Analysis | Curriculum Mapping | Storyboarding | eLearning Development | Blended Learning Solutions | Microlearning | Accessibility Standards (ADA/WCAG)
- **Technical & Multimedia Proficiency:** Articulate 360 (Storyline, Rise) | Adobe Captivate | LMS Administration (Canvas, D2L) | CMS (WordPress, Google Sites) | Adobe Creative Suite | Video Editing & Production | HTML/CSS
- **UX & Evaluation:** User-Centered Design | UX Research Principles | Usability Testing | Learning Analytics | Data Analysis & Visualization | Feedback Synthesis | A/B Testing
- **Project & Program Management:** Agile Methodology | Cross-Functional Collaboration | Stakeholder Management | Vendor Management | Budget Management | Change Management

EDUCATION & CREDENTIALS

Specialist in Education in Instructional Technology Multimedia & Design	University of West Georgia Dec 2025
Master of Business Administration	Bethel University May 2015
Bachelor of Science	University of Tennessee-Chattanooga Dec 2008

INSTRUCTIONAL DESIGN & LEARNING DEVELOPMENT EXPERIENCE

Instructional Designer University of West Georgia eCampus/eMajor
Jan 2025 – Present

- Collaborate with Subject Matter Experts (SMEs): Partner with faculty across 26 USG institutions to design and develop high-quality, innovative online courses for eMajor programs.
- Curriculum Mapping: Align course learning objectives with assessments and instructional activities to ensure academic rigor and consistency across collaborative programs.
- Multimedia Production: Design and produce creative learning materials, including custom graphics, web elements, and video content using Adobe Creative Cloud and Yuja.
- Quality Matters (QM) Reviews: Lead course quality review teams to ensure eMajor courses comply with USG standards, SACSCOC accreditation guidelines, and Quality Matters rubrics.

- **Accessibility & ADA Compliance:** Ensure all digital content meets Universal Design for Learning (UDL) principles and WCAG 2.1 accessibility standards to support diverse learner populations.
- **Continuous Improvement:** Manage the course revision process by analyzing student feedback and learning analytics to identify areas for pedagogical enhancement.
- **LMS Administration (GoVIEW):** Serve as a GoVIEW administrator, managing course shells, troubleshooting technical issues, and establishing best practices for the Brightspace learning environment.
- **Project Management:** Utilize project management systems to track course development timelines, ensuring on-time delivery for multi-institutional collaborative programs.
- **Emerging Technologies:** Research and recommend new instructional technologies (including AI tools and interactive simulations) to enhance student engagement and social presence in online environments.
- **Credit for Prior Learning (CPL) Support:** Assist in developing instructional frameworks that support eMajor's focus on Prior Learning Assessments, helping students bridge the gap between work experience and academic credit.

Learning Experience Strategist

True-Liif, Inc.
Mar 2019 – Present

- Functions as an internal learning consultant, partnering with stakeholders to design and deliver high-impact development programs tailored for adult learners and community volunteers.
- Conducts comprehensive needs analyses to identify organizational knowledge gaps, translating findings into the design and launch of a multi-modal business development curriculum for in-person and virtual environments.
- Designs and facilitates multi-session courses anchored in adult learning principles (andragogy) and project-based learning to ensure immediate real-world application and learner retention.
- Develops and optimizes a multi-channel digital strategy, leveraging web platforms and automated email campaigns to serve as a continuous learning ecosystem that increases user engagement and traffic.
- Manages end-to-end project lifecycles for community-wide learning events, overseeing everything from initial concept and stakeholder alignment to final execution and ROI evaluation.
- Produces custom multimedia assets including graphics, branding, and interactive digital content to enhance visual storytelling and learner immersion across all educational touchpoints.
- Utilizes learning analytics and feedback loops to iteratively refine instructional materials, ensuring curriculum remains innovative and aligned with evolving industry trends.
- Facilitates collaborative workshops focused on entrepreneurship and innovation, empowering learners to apply "CEO-level" critical thinking to solve complex real-world challenges.