

LaShonda Moore
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Professional Summary

Instructional Designer, trainer, and veteran educator with over 10 years of experience designing, developing, and delivering learning solutions in education and private sector settings. Expert in creating instructional content using adult learning principles, ADDIE, and Bloom's Taxonomy. Skilled in developing eLearning modules and instructor-led training using tools like Articulate Storyline, Adobe Captivate, Camtasia, and Canvas LMS. Proven ability to simplify complex content, manage cross-functional teams, and implement training that improves performance and compliance.

Core Competencies

ADDIE | Adult Learning Theory | Curriculum Design | eLearning Development | Instructional Video Production | Canvas LMS | Adobe Captivate | Articulate Storyline 360 | TechSmith Camtasia | Microsoft Excel | Microsoft PowerPoint | TechSmith SnagIt | Project Management | Training Facilitation | Needs Analysis | Learning Objectives | Job Aids | Storyboarding

Certifications

- Adobe Captivate Specialist, 2019
- TechSmith Camtasia Explorer & Voyager, 2020
- Instructional Design and Technology Certificate
- IC3 GS4 Digital Literacy Certification
- Microsoft Office Specialist – Word, Excel, PowerPoint

Selected Accomplishments

- Successfully assisted and executed nine successful in-person and online events, ensuring every detail supported the goals and experience of the participants.
 - After conducting a needs analysis, created an Excel database, a step-by-step job aid, flowchart, and a user manual that made entering financial data 63% faster and cut reporting time down to just two days.
 - Designed and updated learning objectives and course materials for use in the Canvas LMS, aligning content with learner needs and instructional goals.
 - Revised Microsoft Office training resources and assessments, providing user training during the transition from Office 2013 to Office 365.
 - Recognized as the sole Master Certified Educator at the high school level within my school building and the entire district.
 - As a subject matter expert, I managed the update for a key enterprise application across 127 offices and the home office. I handled everything from gathering requirements and estimating costs to coding, testing, managing scope changes, and creating clear documentation for users.
 - Maintained an Excel database that helped managers more accurately estimate project resources and budgets—ultimately reducing expenses and resource usage by 12.5%.
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Professional Experience

Instructional Designer | Aceable, Austin, TX
2018

- Reviewed and updated learner modules for a real estate course to ensure consistency in multimedia content and alignment with Bloom's Taxonomy learning objectives.
- Collaborated with subject matter experts and image support team leads to standardize all mathematical concepts and formatting across course images, workshops, and assessments.
- Conducted quality assurance by identifying and documenting content discrepancies and misalignments, and provided targeted recommendations to enhance visual assets and overall course quality.

Instructional Designer | Independent Consultant

2016 – Present

- Designed and delivered instructor-led and self-paced learning solutions for diverse clients using Articulate Storyline, Adobe Captivate, and Camtasia.
- Conducted training needs analyses and created job aids, flowcharts, and video tutorials to simplify complex workflows.
- Led instructional design for virtual and in-person training initiatives; produced training guides and evaluations.
- Designed and implemented a tracking system with accompanying training resources, decreasing tax reconciliation errors and streamlining data entry from a two-week process to 30 minutes.
- Oversaw all aspects of event logistics and technology support for training conferences.

Educator | Pflugerville ISD, Austin ISD, Clark County SD

2007 – Present

- Developed Canvas LMS-compatible content and successfully uploaded to be used by educators across multiple buildings.
- Created 5E-aligned Algebra I curriculum for district-wide use.
- Led district-level summer STAAR EOC remediation program which included custom created instructional materials and assessments.
- Developed a series of 30 instructional videos leveraging Camtasia and PowerPoint to support online and hybrid instruction.
- Facilitated in-person training sessions on district and school technology for over 70 educators' members, enhancing digital instructional practices.
- Mentored new educators and delivered district professional development on increasing student engagement through instructional design.
- Designed and maintained a credit retrieval system to support student success.

Education

M.S., Instructional Design and Technology
Specialization: Performance Enhancement and Training

Walden University

M.S., Computer Science

Governors State University