ERICA
HEMPHILL

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INSTRUCTIONAL DESIGN • GRAPHIC DESIGN • COMMUNICATIONS

TECHNICAL SKILLS:

ADOBE CREATIVE CLOUD:
⇒ Photoshop
⇒ InDesign
⇒ Illustrator
⇒ Audition
⇒ Premiere Pro

STORYLINE 360 & RISE 360

YARDI SYSTEMS & LMS

CAPTIVATE

CORNERSTONE

MICROSOFT SUITE

SHAREPOINT

JIRA

WELLSAID

SNAGIT & CAMTASIA

VIDEOSCRIBE
(Whiteboard animation)

VIDEO & AUDIO EDITING

JOB EXPERIENCE

Related Companies, Instructional Designer, Feb. 2025 – Current

- Translate training needs into effective storyboards and instructional designs in partnership with L&D Coordinators.

- Build eLearning, instructor-led content, and job aids with clear learning objectives, practical activities, and strong assessment strategies.

- Create engaging, multimedia-rich learning experiences that support diverse learning styles and improve retention.

- Publish completed courses in Cornerstone and verify that they function correctly from start to finish.

- Manage multiple design projects at once while maintaining quality, consistency, and timely delivery.

- Apply emerging technologies and learning science best practices to enhance course effectiveness.

- Evaluate training performance and recommend improvements using data-driven insights.

- Collaborate with SMEs and stakeholders to align learning solutions with organizational goals.

USAA, Instructional Designer, Apr. 2024 – Feb. 2025

- Created and updated user-centric training products that were accurate, logically structured, and aligned with quality standards.

- Served as a subject matter expert for Claim Center content, ensuring all materials followed USAA policies.

- Designed interactive facilitator-led and online learning aligned to employee needs and collaborated with curriculum teams to keep content current.

- Ensured consistency, quality, and adherence to guidelines, including Section 508 compliance and style standards.

- Managed multiple projects and timelines while applying adult learning principles, Bloom's Taxonomy, and Kirkpatrick's evaluation model.

- Maintained proficiency with instructional design tools such as Microsoft Office, accessibility tools, SharePoint, Adobe Acrobat, and Snagit.

- Conducted needs analyses, wrote instructional objectives, recommended varied instructional models, created learning solutions, and integrated measurement standards.

- Possessed strong written and verbal communication skills along with sound presentation and facilitation skills.

- Supported teams with training, planning implementation, and logistics.

- Had experience in analyzing, updating, and refining existing online content.

Instructional & Graphic Design Consultant, Jul. 2023 – Apr. 2024

- Collaborated with stakeholders and subject matter experts to define course development guidelines and ensure content validity.

- Designed and developed online courses, instructor-led training, web pages, job aids, surveys, and e-learning modules using blended learning, gamification, and mentoring strategies.

- Analyzed, optimized, and refined existing processes while creating and implementing new ones.

- Created engaging presentations, graphics, and multimedia content for executives, sales teams, clients, websites, social media, and product packaging.

- Developed print materials, including posters, billboards, and flyers for product launches and events.

- Partnered with clients to deliver design solutions aligned with brand identity, market trends, and target demographics.

ALCO Management Inc., Sr. Instructional Designer, Oct. 2020 – Jul. 2023

- Developed engaging eLearning content using interactive software and formats, including Yardi Aspire, PDFs, and video.

- Applied the ADDIE methodology and collaborated with SMEs to design gamified and simulation-based eLearning courses within an LMS.

- Created and maintained branded communications, presentations, and SharePoint sites for multiple departments.

- Transformed complex processes into logical, learner-friendly steps; followed scripts or outlines to produce eLearning modules.

- Edited multimedia content by integrating audio, graphics, and video to produce cohesive eLearning materials.

- Developed instructor manuals, job aids, and performance support tools.

- Researched and implemented innovative training solutions to meet organizational needs.

- Conducted surveys and analyzed training effectiveness to inform future course development.

- Stayed current on learning technologies and techniques, including gamification and game-based learning.

- Supported training teams with planning, implementation, and logistics, while refining existing online content.

ALCO Management Inc., Marketing & Learning Specialist, Jul. 2018 – Oct. 2020

- Developed and created marketing materials to ensure brand guidelines were met.

- Collaborated with my team to ensure the appropriate concepts, themes, and messages were represented effectively and consistently for the company.

- Developed engaging eLearning content using interactive software and formats, including Yardi Aspire, PDFs, and video.

- Managed social media accounts to build brands, relationships with consumers, and promote key initiatives.

- Created content for all digital, web, print and video channels.

- Monitored and responded (when necessary) to comments and/or messages sent to all social media accounts.

- Developed, implemented, and tracked marketing programs such as email, social media, or digital campaigns and events.

- Strong conceptual, graphic design, type, and page layout skills for projects ranging from print to interactive.

- Served as marketing liaison to companies such as Red Rover, Chatmeter, and Rentable.

- Developed training materials such as presentations, job aids, and flow charts.

- Built and managed an overall content calendar.

SKILLS

- Problem Resolution, Time Management, Organizational, and Analytical Skills

- Ability to comprehend, analyze, and interpret complex documents.

- Comfort multitasking and handling multiple requests from different individuals and departments.

- Self-manage multiple development projects and deadlines in fast-paced environments.

- Strong leadership and team management skills, including mentoring and guiding instructional designers.

- Effective communication and collaboration with cross-functional teams and stakeholders.

- Ability to adapt quickly and maintain quality under pressure.

- Understanding of procedures, company policies, and business practices to achieve results.

EDUCATION

University of Tennessee at Knoxville | Advertising, BSC

CERTIFICATIONS

- *Training Magazine,* Gamification and Game-Based Learning Certification

- *SAHMA,* Certified Professional of Occupancy Certification