

# CINDY RICHARD

Learning Experience Designer

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## PROFESSIONAL SUMMARY

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**Learning Experience Designer** and educational technologist with 20 years of experience designing learner-centered instruction across K-12 and adult learning environments. Specializes in multimedia digital learning, interactive modules, and instructional design that uses storytelling and clear communication to make complex ideas engaging and accessible. Experienced in curriculum development, microlearning, and LMS-based course design, with a portfolio of multimedia learning experiences created across a range of digital learning platforms.

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## INSTRUCTIONAL DESIGN & LEARNING TECHNOLOGY SKILLS

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**Instructional Design:** Learning Experience Design (LXD); instructional design processes including ADDIE and OK-LCD; learning needs and performance analysis; backward design aligned with strategic performance objectives; learner-centered and inclusive design aligned with WCAG accessibility principles; curriculum and course development; microlearning, scenario-based learning, and authentic assessment.

**Digital Learning Development:** Interactive e-learning development using tools such as Articulate Storyline and H5P; online course and module development in learning management systems (Canvas); interactive learning activities including branching scenarios and knowledge checks; digital learning design for asynchronous and blended learning environments; integration of multimedia elements into digital learning experiences; exploration of AI-assisted workflows for digital learning development.

**Multimedia Learning & Storytelling:** Multimedia learning design informed by Mayer's principles of cognitive load and multimedia learning; educational video production and editing; visual learning materials and interactive media development; narrative and scenario-based learning design; story-driven instructional design for complex concepts and learner engagement.

**Learning Platforms & Collaboration Tools:** Canvas LMS, Articulate Storyline, WordPress with H5P interactive content, Canva graphic design platform, CyberLink PowerDirector video editor, Google Workspace, Zoom, Slack, ElevenLabs and other generative AI tools.

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## SELECTED INSTRUCTIONAL DESIGN PROJECTS

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**CCM1 Awareness Interactive Module (H5P):** Designed a multimedia [public-health learning module](#) for families affected by cerebral cavernous malformation (CCM1), translating complex medical information into accessible learning through video and interactive elements.

**American Idioms Reusable Learning Object:** Created an [interactive microlearning module](#) for English language learners exploring the cultural meaning and usage of American idioms through concise multimedia explanations and learner interaction.

**Accessible Microlearning Module (Articulate Storyline):** Developed a [microlesson](#) for adult learners demonstrating inclusive digital learning practices and accessible interaction design.

**Media Literacy Unit (Canvas LMS):** Designed a [four-part online learning unit](#) for high school students to evaluate information sources, bias, and misinformation through multimedia lessons and interactive activities.

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## PROFESSIONAL EXPERIENCE

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**AmeriCorps Member – Community Education.** American Red Cross | 2005–2006. Delivered community education programs on health and safety topics & certifications for learners of all ages.

**K-12 Educator (English Language Arts & other subjects).** Private & Public Schools | 2006–2024. Designed curriculum and technology-supported learning experiences emphasizing critical thinking, inquiry-based learning, collaboration, and creative communication. Developed multimedia learning materials and technology-integrated assignments supporting digital literacy and engagement. Led collaborative creative projects including scriptwriting, theater productions, student film projects, and academic competitions.

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## EDUCATION & CERTIFICATIONS

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**M.Ed. in Educational Technology,** University of Texas Rio Grande Valley, with graduate certificates in Online Instructional Design, E-Learning, and Technology Leadership in Education.

**B.A. with Honors in English & Minor in Theatre,** Augustana College.

**Applied Generative AI Specialist Certificate,** Purdue University Global.

**Elementary Education Certificate,** San Juan College.

**Graduate Coursework in Curriculum & Instruction** (6 credits), SUNY Empire State University.

**Teaching Certifications:** Childhood Education (Grades 1-6) & English Language Arts (Grades 7-12)