

## Karen Johnson

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### INSTRUCTIONAL DESIGNER / DEVELOPER

Engaging Instructional Designer/Developer with career expertise in leading the creation of script writing, storyboards, and development using animation and gamification. Adept in designing online courses. Collaborative professional skilled in writing scripts for modules and animating scenarios using After Effects and Vyond.

### AREAS OF EXPERTISE

Gamification | Animation | Media Arts Teacher at BA Level | User Interface Design  
Storyboards | Instructional Design | Script Writing

### TECHNICAL SKILLS

Articulate Storyline, Articulate Rise, Adobe Captivate, Vyond, Adobe Creative Cloud  
TechSmit Camtasia, Wordpress, Basic HTML & CSS, SCORM and LMS

### PROFESSIONAL EXPERIENCE

#### GEICO, Chevy Chase, MD

2016-2023

#### eLEARNING INSTRUCTIONAL DESIGNER II

Guided teams of Stakeholders and Subject Matter Experts through collaborative design sessions, development, review process, and evaluation.

- Built a rapid prototype to get buy-in for the first online gamification course in the company. Results showed a 40% reduction in slip and fall accidents and a 90% engagement and satisfaction rating.
- Led the creation of script writing, storyboards, and development using animation and gamification for an Employee Assistance Program, leading to a 45% increase in program usage.
- Designed online courses used by 40,000 associates, using adult learning principles and Agile Workflow.

#### Windwalker Group, Vienna, VA

2021-2022

#### SENIOR INSTRUCTIONAL DESIGNER CONTRACTOR

Animated scenarios using Vyond.

- Wrote scripts for micro modules, focusing on soft skills for online training. Topics centered on effective communication, diversity, and emotional intelligence.
- Successfully worked remotely within a team environment.

#### Klorman Construction, Los Angeles, CA

2004-2020

#### WEBSITE DESIGNER/DEVELOPER CONTRACTOR

Designed and developed websites and marketing material for one of the largest construction companies in CA.

- Showcased the company's portfolio, consisting of 32 projects, to win project bids that increased sales and company recognition.
- Worked directly with the VP of Business Development and the President/CEO for 16 years.

#### Axiom Resources, Falls Church, VA

2015-2016

#### TRAINER, DEPARTMENT OF DEFENSE (DOD)

Developed DoD training material for the Joint Legacy Viewer (JLV), the first online healthcare system for the U.S. military, enabling health records to be accessed immediately and in one place.

- Traveled throughout the U.S. to train military doctors on the functionalities of JLV.
- Created training material to include job aids.
- Provided usability feedback to programmers based on physician use.

**Grant Training Center, Arlington, VA****2016-2016****BUSINESS CONSULTANT**

Advised and spearheaded the transition of in-person courses to online training, increasing sales and federal grants, user involvement, and a decrease in travel costs.

- Developed eLearning modules based on existing templates to match the current design paradigm using triggers, object states, and layers using Storyline.
- Created a needs analysis and assisted in contractor bidding based on the level of effort and financial constraints.
- Led the product direction and development of interactive design within a remote team of designers and developers in Australia.

**The Newseum, Washington, D.C****2015-2016****EDUCATION DESIGNER**

Served as part of a team that developed the first hybrid school at the Newseum, working closely with remote faculty to create blended learning on complex topics such as the law and the First Amendment.

- Used branching scenarios and embeddable online tools such as games and quizzes to enhance the learning experience.
- Designed within strict company branding and style guidelines.
- This resulted in increased interactivity and student satisfaction ratings.

**Sodexo, Gaithersburg, MD****2015-2015****INSTRUCTIONAL DESIGNER CONTRACTOR**

Designed the user interface, graphics, and layout of virtual rooms for an annual event Invent2020, viewed by all of upper management at Sodexo, one of the largest companies in the world.

- Created virtual environments using the platform On24.
- Designed and developed 5 large interactive instructor-led and online training projects quickly, managing all milestones and deliverables.
- Received high compliments from upper management on user engagement and content.

**A variety of companies throughout the U.S.****GOVERNMENT EXPERIENCE**

- Met with subject matter experts to create multimedia based on storyboard learning objectives for online training, enabling the U.S. Coast Guard to learn how to operate Buoy Utility Stern Loading boats in a safe setting. Filmed personnel tasks to use as reference material, converted the boat and tasks into 3D animation, and then 2D animation for course content.
- Served as part of a team that won an award for Lockheed Martin by creating realistic graphical 3D ship simulations.
- Created multimedia based on storyboard learning objectives for the U.S. Marine Corps to train in security and the U.S. Army to train in refueling gas for tanks. Filmed personnel tasks to use as reference material. Used 3D Maya and Adobe Creative Suite tools.

**EDUCATION**

**Master of Fine Art (M.F.A.), Computer Art (Focus on 3D Animation), Outstanding Portfolio Fellowship**  
Savannah College of Art & Design

**Bachelor of Art (B.A.), Computers in Art & Design, Research & Education**  
San Jose State University

**CLASSES**

General Assembly, User Interface Design

**MEMBERSHIP**

Interaction Design Foundation