

MADELINE MILLER

Instructional Design | Graphic Design | Brand Strategy

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Dynamic and results-driven Instructional Designer with a robust background in graphic design and brand strategy. Proven expertise in developing comprehensive instructional materials and managing multiple projects in fast-paced environments. Adept at collaborating with subject matter experts to create engaging, high-quality learning experiences that enhance knowledge retention and performance.

PROFESSIONAL EXPERIENCE

Instructional Designer • Biologics by McKesson

06/2024 - Present

- Developed comprehensive instructional materials, including handouts, facilitator guides, and eLearning modules, leveraging strong proficiency in Microsoft Office Suite and advanced PowerPoint skills.
- Collaborated with subject matter experts to identify training needs and developed performance objectives, creating engaging and effective course content that enhanced learner retention and knowledge transfer.
- Managed multiple projects in a fast-paced environment with strict deadlines, utilizing strong organizational and time management skills to ensure timely delivery of high-quality instructional materials.
- Conducted instructional research and analysis on learners and contexts, applying tested instructional design theories and methods to create multimedia learning experiences, including simulations, role plays, and games.

Instructional Design Lead • EASE Logistics

03/2023 - 05/2024

- Collaborated with subject matter experts and stakeholders to identify learning goals, resulting in a 40% increase in user engagement and completion rates.
- Designed and developed performance-focused, accessible eLearning content, such as handouts, facilitator guides, instructional videos and elearning modules.
- Led quality assurance and user acceptance testing processes, ensuring high-quality media solutions.
- Managed multiple eLearning projects, reducing time-to-market for new programs by 50%.
- Set up and launched an internal Learning Management System (LMS).
- Created and maintained high-quality training content in various formats, including presentations, videos, and e-learning modules.
- Oversaw all internal communications to set up in-person training and wrote specific instructions for elearning access and navigation.

Senior Graphic Designer • EASE Logistics

03/2022 - 03/2023

- Led a team of designers to deliver creative solutions for various internal and external projects, resulting in a 30% improvement in project turnaround time.
- Organized fundraising campaigns for partner organizations such as Wounded Warriors, Wreaths Across America, and Dublin Humane Society.
- Maintain and enhance EASE's brand identity across all communication channels.
- Ensured all digital and print collateral was on-brand and consistent, enhancing brand recognition and trust among clients.
- Developed and implemented comprehensive marketing strategies to enhance EASE's social media outreach and engagement by 30%.
- Designed and distributed marketing materials, including newsletters and press releases, enhancing the organization's visibility.

Digital Designer • Chemical Abstract Services (CAS)

08/2021 - 03/2022

- Created digital assets for multimedia projects, aligning with CAS's vision and goals.
- Designed consumer-focused campaign materials, resulting in a 20% increase in brand visibility.
- Developed graphics and illustrations that enhanced the overall visual appeal and consistency of marketing materials.
- Updated and maintained PowerPoint template to new brand rollout while maintaining a clean, modern, and professional aesthetic.
- Played a key role in the successful launch of 10 digital marketing campaigns, expanding CAS's market reach by 40%.

Senior Solutions Designer • McGraw Hill

08/2017 - 07/2021

- Led the implementation of a new adoptable Teen Health program, including digital walkthroughs for stakeholders to access materials.
- Modernized design solutions to enhance the usability and accessibility of educational materials.
- Researched, wrote, edited, and produced creative internal communication solutions to train sales on new state adoption materials.

PASSIONS

Estacada Area Arts Commission • Estacada, OR

03/2023 - Present

- Planned and executed various artists' events and initiatives in the Estacada community.
- Pioneered social posts, posters, t-shirts, and promotional materials for monthly events.
- Co-founded the first annual Arts at the Creek fundraising festival.

Art Your Way Foundation • Columbus, OH

03/2018 - 07/2020

- Founded the Art Your Way Foundation in partnership with the You Will Rise Non-Profit.
- Lead AYW social media strategy, leveraging platforms to reach target audiences and achieve goals.
- Organized and planned free workshops for youth to express themselves through various art mediums.
- Worked with board to develop communication strategy to raise AYW awareness profile, advanced volunteer campaigns, and attract new revenue sources.

EDUCATION

Bachelor of Fine Arts • Illustration

Columbus College of Art and Design

Instructional Design • Graduate Certificate

Oregon State University

SKILLS

Technical

- Adobe Creative Suite (Photoshop, Illustrator, Indesign)
- Proficient in Microsoft Office Suite (Powerpoint, Word, Excel)
- Articulate 360 (Rise and Storyline)
- Video Editing (Adobe Premiere & Final Cut Pro)

Professional

- Strong Communication Skills (written and verbal)
- Leadership and Team Building
- Project Planning and Management
- Accessibility Compliance
- Multimedia Content Creation