







Nikki O'Gorman

Instructional Designer

CONTACT

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EDUCATION

Master of Arts in

Instruction Design and
Learning Technologies

Bachelor of Arts in

Journalism

TOOLS

Authoring

Articulate Rise 360, Storyline,
H5P

Graphics

Adobe Illustrator, After Effects,
InDesign, Photoshop, Canva

Learning Management

Canvas Learning Management
System (LMS), Brightspace D2L

Presentation and Video

Microsoft Office, Vyond, Genial,
Prezi, Screencast-o-matic,
Youtube

Web

HTML, CSS

PROFESSIONAL EXPERIENCE

University of Pittsburgh - Office of Online Learning (OOL)

Instructional Design Contractor | *June 2023-Present*

Instructional Design Intern | *August 2022-June 2023*

- Expertly design, develop, and implement course outlines, multimedia assets, and interactive learning activities (ILAs) to enhance learner engagement and improve academic outcomes for 500 graduate students
- Partner with faculty to align course objectives and gather insights, culminating in the development of 50 interactive modules, including Storyline 360 scenarios and Articulate Rise courses, that effectively address diverse learner needs
- Streamline design processes by leveraging industry trends and cutting-edge technologies, resulting in optimized learning outcomes for a diverse population of learners from over 20 countries
- Utilize Canvas LMS to deliver robust digital learning content rooted in instructional design methodologies, adult learning theory, accessibility standards, and DEI principles, enhancing the quality and inclusivity of five graduate programs
- Spearhead project management initiatives by leading collaboration with Occupational Therapy faculty, resulting in revised online courses that enrich the learning experience and boost outcomes for 160 students
- Create visual aids and job aids to streamline course development processes and enhance support for SHRS faculty, ensuring compliance with WCAG accessibility standards.

Indiana University of Pennsylvania - IDLT Department

Instructional Design Graduate Assistant | *May 2020-May 2023*

- Provided instructional design and technical support for faculty across 140+ undergraduate and 70+ graduate programs through the Zoom IDLT Helpdesk
- Led the storyboarding, designing, and development of the "The Intern Thrival Guide," an interactive training course for graduate interns created with Articulate Rise, Storyline 360, Vyond, and Adobe Illustrator
- Implemented testing protocols to evaluate instructional materials, leveraging learner feedback and performance data analysis to drive continuous improvements and enhance the user experience
- Collaborated with subject matter experts (SMEs) to create engaging and interactive e-learning content, incorporating multimedia elements and interactive assessments, continuously testing to maintain optimal instructional performance.



SKILLS

Instructional Design

Needs/GAP analysis
Curriculum development
Assessment design
Adult learning theory
ADDIE Model
SAM Model
Backward Design
Bloom's Taxonomy
Cognitive Load Theory
Universal Design for Learning (UDL)

E-learning Development

Scenario-based learning
Storyboarding
Course development
Mayer's Multimedia Learning Principles
Multimedia integration
Gamification
Microlearning
WCAG 2.1 AA Standards

Technical

Video/Audio editing
Graphic design
UI/UX Design
HTML/CSS
LMS administration

Professional Skills

Project management
Quality assurance
Research

Soft Skills

Communication
Problem-solving
Teamwork
Attention to detail
Time management
Adaptability

PROFESSIONAL EXPERIENCE

Big Brothers Big Sisters of Greater Pittsburgh

Marketing Communications Specialist | *January 2016-August 2020*

- Executed marketing campaigns and implemented national rebranding standards throughout the Pittsburgh organization, ensuring consistent brand identity and alignment with the organization's values and community mission
- Spearheaded the redevelopment of the website using Adobe CC, HTML, WordPress, and CSS, verifying alignment with the national rebrand and WCAG standards which led to an increase in digital presence by 30%
- Exhibited excellent interpersonal communication skills in liaising with a diverse group of stakeholders to establish clear deliverables and timelines for various events, effectively monitoring deliverables and milestones for successful events
- Redesigned organization's end-of-year campaign and analyzed performance metrics to identify areas for improvement, implementing data-driven strategies to optimize marketing efforts

American Eagle Outfitters

Graphic Design Contractor | *August 2015-January 2016*

- Crafted visually compelling design solutions for AE and Aerie brands, elevating associate training materials and incentive programs across 1,100 stores globally
- Managed multiple design projects simultaneously, adhering to tight deadlines and maintaining high-quality standards, effectively adjusting designs to meet regional requirements and maximize impact in various markets

Chabad Fox Chapel

Marketing Communications Coordinator | *September 2011-January 2016*

- Led the company's external communications strategy, encompassing graphic design, public relations (PR) initiatives, and web management, resulting in enhanced organizational visibility and consumer engagement
- Planned and executed digital marketing strategies designed to reach a targeted audience, boosting traffic by 40%
- Recruited 20+ volunteers through enhanced social media engagement and PR initiatives

FREELANCE EXPERIENCE

Ink and Fiddle Custom Stationery

Freelance Graphic Designer | *July 2010-Present*

- Partner with diverse clientele to provide graphic design and consultation services using creative tools such as Adobe Creative Suite (After Effects, Illustrator, InDesign, Photoshop) to streamline design processes
- Conduct consultations with clients to assess their project goals, establish vision, and streamline processes to reduce turnaround time while maintaining high-quality standards that exceed client expectations