

# Shonelle Clark

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## Senior Instructional Designer

I am an experienced Senior Instructional Designer | Trainer with 15+ years of experience. I have transformed customer education programs, boosting NPS by 10-15% within 6 months of hire and increasing customer satisfaction by 20%. Within 30 days of the CEO's request, I developed and delivered live virtual training to global teams from major clients like Walmart, Koch Engineered Solutions, and Volkswagen.

## WORK EXPERIENCE

### Arkestro • San Francisco, CA, USA

11/2022 - 07/2023

#### Senior Instructional Designer | Training Manager

- Led the instructional design and development of a customer education curriculum and program, yielding a 10-15% NPS improvement. Quickly adapted to live virtual training, to upskill global teams from major clients.
- Demonstrated exceptional agility by shifting to live virtual training within 30 days of the CEO's request.
- Worked strategically with SMEs and Product Managers to understand content requirements, leading to a 15% improvement in training effectiveness and user satisfaction within 6 months.

### Redwood Software • Frisco, TX, USA

08/2019 - 11/2022

#### Senior Instructional Designer | LMS Administrator

- Secured a \$250-300K budget to create video-based training content, leading to a 30% boost in user engagement. Implemented a Learning Management System for efficient content management within 6 months.
- Managed multiple video content projects concurrently, ensuring top production quality and alignment with learning objectives. Led to a 10-point increase in NPS scores and improved the customer learning experience.
- Established collaborative relationships across sales, marketing, and development to determine audience needs, timelines, and content accuracy, resulting in streamlined project timelines and improved content accuracy.

### Worksoft • Addison, TX, USA

07/2016 - 08/2019

#### Senior Trainer

- Recruited for expertise in training and automation, tasked with enhancing the utilization and understanding of Worksoft's products through comprehensive training programs. Developed and converted manual tests into automated ones and served as the product SME at conventions like SAP TechEd. Delivered on-site client training and consulting for Worksoft automation products, including national and international travel up to 90%.

## SKILLS

### Instructional Design

- ADDIE
- Adult Learning Principles
- AI
- Best Practices
- Content Development
- Data Analysis
- Design Theory
- Experiential Learning
- Industry Trends
- Instructor Led Training
- Interactive Learning
- Knowledge Management
- Learning Programs
- Learning Theory
- Needs Assessment
- Project Management
- Simulations
- Storyboarding
- Target Personas
- Technical Training
- Virtual Instructor Led Training

### Audio, Author & Design

- Adobe Captivate

