

# Zoe N. Sugg

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Website: [learningpro.solutions](http://learningpro.solutions)

Offering six years designing strategy-based, effective, and engaging training for a variety of industries. Proficient in all types of learning materials including, but not limited to, eLearning, instructor-led training (ILT), blended learning, coaching, and on-the-job training. Able to conduct needs analysis and utilize rapid-development tactics to complete tasks quickly and creatively.

## Skills and Accomplishments

- Skills include: Articulate 360 Storyline & Rise, Adobe Creative Suite (Photoshop, InDesign, Premiere, Illustrator, Captivate), Camtasia, Snagit, JIRA ticketing, Canva, Web Design, HTML/CSS Coding, Microsoft Suite (Word, Excel, PowerPoint), Google Suite (Docs, Presentations, Sheets), Mentoring, Adult learning theory
- Co-hosted and provided project management support for the online “Come Read with Me” book club for Nicole A. Harris via LinkedIn
- Mentored peers in most positions

## Employment History

### **LabConnect: Learning Designer: 04/2023-Current**

**Responsibilities:** Using the ADDIE model, Rise, Storyline, Camtasia, Snagit, and the Microsoft Suite to design training for a company that manages pharmaceutical trials. Projects so far have included: implementing a new Laboratory Information Management System (LIMS), and documenting new processes for JIRA tickets, as well as healthcare site databases. Regular meetings with subject matter experts have produced a variety of eLearning modules, videos, and written documentation in the form of “Quick Reference Guide” PDFs.

### **Zones, LLC: Instructional Designer: 05/2022-06/2023**

**Responsibilities:** Utilized Adobe Premiere video-editing software and Adobe Captivate eLearning software to create engaging learning material for the Sales Enablement department. Regularly met with subject matter experts to conduct needs analysis. Created reference material and job aids to assist with memory retention for simple tasks, and created eLearning or instructor-led training for higher-level objectives.

- Consulted on best practices for instructional design, particularly in the analysis and evaluation departments. Contributed templates to the team for facilitators’ guides and first contact with SMEs.

### **Celebrity Home Loans: Instructional Designer: 02/2021-03/2022**

**Responsibilities:** Used the ADDIE model, Articulate Storyline, Articulate Rise, Camtasia, and other programs to create a variety of learning modules, from eLearnings to video courses to blended ILTs. Analyzed helpdesk trends and training requests, identified whether pain points corresponded to trainable solutions, system errors, or process errors. Created corresponding training items, or worked with stakeholders to implement solutions at the operations level.

- Implemented Operations solutions that could stand alone without interference from the Learning & Development department: for example, a helpline manned by professionals in the Closing/Underwriting departments was established to assist Loan Officers with specific compliance questions.
- These questions would later be analyzed to determine what compliance issues were common enough to require training
- Used a variety of formats (just-in-time resources & videos, instructor-led classes, or full-length eLearnings) to disseminate and test information
- Investigated existing training materials from public sources (e.g. Ellie Mae) and pulled information relevant to our processes into CHL-branded material
- **Achievements:** Created template standards for VILT PowerPoint presentations and Articulate Storyline eLearnings. Introduced “best practices” to team’s video design. Most requested Instructional Designer on project intake form.

**Endurance International Group: Instructional Designer: 08/2018-02/2021**

**Responsibilities:** Using the ADDIE model, analyzed business needs and designed training modules to close knowledge and performance gaps. Catered to the unique needs of many child brands, with focus on five specific branches (Bluehost, Hostgator, Domain.com, WP Live, and Sales).

- Employed rapid-development tactics to roll out new product information in monthly “Release Training.” This included “working sessions,” where SMEs provided real-time dictation and helped build modules on the spot, rather than waiting for the review cycle to begin (Articulate Rise)
- Utilized screen-capture software (Snagit, Camtasia) to create simulations of learner’s desktop environment, ensuring that learners had an experience similar to what they were expected to perform on the job
- Audited and altered existing training to ensure that learners got accurate and up-to-date information (InDesign, Articulate Storyline)
- Conducted needs analysis through focus groups, surveys, and comparison of Salesforce data to determine if business trends were consistent enough to warrant training
- Communicated with leadership to address gaps that could not be resolved through training alone - gaps were addressed through manager huddles, on-the-job resources, or systemic changes in tech or management
- **Achievements:** Recognized multiple times in quarterly reviews as well as company-wide communications, for several projects. Requested by name to lead projects. Improved quality of escalation tickets by 18% with an eLearning on writing Salesforce escalation tickets. Increased average “customer satisfaction” survey scores from 4.78 to 4.96 for the WP Live onboarding course.

**Endurance International Group: WP Live - Customer Education: 03/2017-08/2018**

**Responsibilities:** Instructed clients, with skills ranging from beginner to expert, in how to manage their WordPress websites.

- Created a Wiki site with troubleshooting documentation for 25 teammates, including common breaks, links to resources, and feature breakdowns on our top ten plugins
- Instructed clients on a wide range of skills, which included: navigating the WordPress dashboard, inserting CSS code, installing plugins, managing updates, and building eCommerce stores
- **Achievements:** Won “Employee of the Month” twice, managed Wiki page, mentored new agents, featured on WP Live’s website (last verified 3/3/2022)

**Endurance International Group: BlueHost Web Advisor: 01/2017-03/2017**

**Responsibilities:** Troubleshoot various errors on websites and provided excellent customer service. Fixed issues, or located documentation for the customers to fix issues themselves.

- **Achievements:** Promoted to WP Live

**ComicsPRSS.com: Host/Content Creator: 03/2016-12/2016**

**Responsibilities:** Curated content for this WordPress/RSS collection website, using several Adobe programs (Premiere, Photoshop) to make YouTube videos. Also wrote original articles for the site, and was the primary "Host" for the YouTube channel, which reviewed comics and conducted interviews.

- **Achievements:** Became primary interviewer for the channel, and got comfortable presenting to an audience in front of a camera.

## Education

**Arizona State University (ASU) - Tempe, Arizona, graduated 2015**

- Bachelor of the Arts in Drawing
- Sociology minor
- Club: State Press Newspaper