

# Zoe N. Sugg

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Offering seven years designing strategy-based, effective, and engaging training for a variety of industries. Proficient in all types of learning modalities including, but not limited to, eLearning, instructor-led training (ILT), blended learning, virtual classrooms (VILT), gamification, 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: ADDIE/AGILE processes, AI prompting, Articulate 360 Storyline & Rise, Adobe Creative Suite (Photoshop, InDesign, Premiere, Illustrator, Captivate), Camtasia, Snagit, Vyond, Synthesia, myTrailhead with Salesforce, Salesforce, Canva, Writer, Notebook LM, Slack, Slackbot, Jira ticketing, Web Design, HTML/CSS Coding, Microsoft Suite (Word, Excel, PowerPoint), Google Suite (Docs, Presentations, Sheets), Gamification, Video editing and animation, LLM, Learning Management Systems support, Adult learning theory, Support for conglomerate businesses
- Co-hosted and provided project management support for the 2022 online “Come Read with Me” book club for Nicole A. Harris via LinkedIn
- Reached “Expeditioner” rank in Trailhead (50 badges and 35,000 points)
- Mentored peers in most positions, qualified peer support and guide on instructional design principals

## Employment History

### Salesforce: Instructional Designer II, Global Enablement

415 Mission St 3rd Floor, San Francisco, CA, 94105: 02/14/2024-01/2026

1(800) 667-6389

**Responsibilities:** Served on a 5-person Content Governance team that interviewed Instructional Designers and Product Owners to align tagging and workflow practices across teams, setting enterprise-wide standards. Created new SAM templates, including Impact Maps and SSOTs, that auto-populated data from Google Suite, reducing data entry time by 28%. Collected resources into knowledge hubs and built corresponding Slack Workflows to harvest data for new users. Conducted content audits across 845 ACT modules to ensure that learning modules remained relevant and up-to-date. Worked with a variety of other tools such as ACT, myTrailhead, Synthesia, Vyond, LucidChart, and Articulate Storyline/Rise. Curated learning content for AI digest, built safeguards around AI prompts for generative learning content, managed AI agent knowledge repository, embedded generative AI protocols into our development process and created a prompt library to drive efficiency with Agentforce. After integrating AI into our processes, development time was reduced by 1 week.

- **Achievements:**

- Maintained strong relationships with cross-functional stakeholders, earning 21 unsolicited commendations for effective project delivery.
- Led the cross-functional “Customer Zero” Agentforce launch within the Global Learning Solutions team. Supported cross-functional colleagues (SMEs, Product Owners, IDs) in understanding instructional design principles and development expectations.

- Assumed a Project Management role when creating and maintaining our review schedule for the FY26 Fast Start launch. This involved managing timelines and communicating risk to senior leadership.

### **Oxygen: Instructional Designer**

2212 Queen Anne Ave N. #422, Seattle, WA 98109: 3/04/2024-5/31/2024

(206) 629-6424

**Responsibilities:** Used the Microsoft suite, as well as Articulate Storyline and Rise, to develop onboarding for a wifi company's Sales Enablement course. Developed a new script format for the company, consulted on eLearning best practices, and built over 30 hours of training in three months.

- **Achievements:** New script template reduced development and reconciliation time by 6 hours per template.

### **LabConnect: Learning Designer**

2304 Silverdale Dr, St 100, Johnson City, TN, 37601: 04/03/2023-11/06/2023

(423) 722-3155

**Responsibilities:** Utilized the ADDIE model and tools including Rise, Storyline, Camtasia, Snagit, and Microsoft Suite to design and deliver training for a pharmaceutical trial management organization. Oversaw the rollout of a new Laboratory Information Management System (LIMS) and authored the company's learning and development style guide. Provided guidance on Jira intake workflows, prioritization criteria, and documentation standards as cross-team usage expanded. Partnered with subject matter experts to develop eLearning modules, instructional videos, and Quick Reference Guide PDFs. Supported training initiatives across IT, laboratory technicians, and HR.

- **Achievements:** Redesigned IT onboarding process resulting in a 30% increase in time-to-productivity statistics

### **Zones, LLC: Instructional Designer - Sales Enablement**

1102 15th St SW, Auburn, WA 98001: 05/2022-06/2023

800.248.9948

**Responsibilities:** Utilized Adobe Premiere video-editing software and Adobe Captivate eLearning software to create engaging learning material for the Sales Enablement department. 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. Additionally, Led knowledge-sharing sessions to simplify complex tools or processes, and reviewed peer deliverables to ensure consistency, accuracy, and alignment with design standards. Provided informal coaching to peers on instructional design principals.

- **Achievements:** Consulted on best practices for instructional design, particularly in the analysis and evaluation departments. Used branching video scenarios and gamification to facilitate customer dialogue eLearning. Created templates for facilitators' guides and needs analysis meetings with SMEs, reducing development time by 10%. Authored a 22,700 word playbook on our top-tier PaaS suite.

### **Celebrity Home Loans: Instructional Designer**

1 Mid America Plaza Suite 800, Oakbrook Terrace, IL 60181: 02/2021-03/2022

(630) 908-5400

**Responsibilities:** Used Articulate Storyline, Articulate Rise, and Camtasia to create a variety of learning modules: eLearnings, video courses, and blended ILTs. Analyzed helpdesk trends and training requests using the ADDIE framework. 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. Audited materials for accessibility.

- Implemented Operations solutions that could stand alone without interference from the Learning & Development department: for example, a helpline staffed 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.
- Supported multiple brands and company types within the CHL umbrella.
- **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**

*1500 N Priest Dr #200, Tempe, AZ 85281: 08/2018-02/2021*

*602) 226-2389*

**Responsibilities:** Analyzed business needs and designed training modules with the ADDIE framework 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 Enablement).

- 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). Maintained compliance with GDPR.
- 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.
- Supported multiple brands and platform types within the Endurance umbrella.
- **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**

*Tempe, AZ: 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**

*Tempe, AZ: 01/2017-03/2017*

**Responsibilities:** Troubleshooted 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**

*Tempe, AZ: 03/2016-12/2016*

**Responsibilities:** Curated content for this WordPress/RSS collection website, using several Adobe programs (Premiere, Photoshop) to make YouTube videos. Wrote original articles, became 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