

# Samantha Yuhas, M.A., M.Ed.

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I have 8 years of experience as an instructional designer, graphic design, and writer (specializing in data-driven reporting and feature writing). I have a demonstrated history of effectively collaborating with others, developing solutions that meet business needs and are aligned with client goals, crafting results-oriented training, and leveraging multimedia to promote learner engagement. My mission is to create training that align with client mission and delivers impactful outcomes.

## Relevant Work Experience

### Computer Generated Solutions

#### Instructional Designer

February 2022 – Present

- Conduct Subject Matter Expert interviews to identify training requirements, outline the solution, and gain stakeholder approval
- Visual design treatments and pitching creative concepts with media team
- Assess instructional needs and develop evidence-informed learning strategy based on best practice
- Review source content, determine design readiness, and implement solutions to fulfill gaps identified
- Manage timeline to design and develop training materials throughout project lifecycle
- Write and develop storyboards to ensure client alignment through development
- Deliver exceptional training materials to multiple global clients including those focused on supply chain and digitalization, insurance, transportation, pharmaceuticals, and finance.

### Orange Juice Diaries

#### Instructional & Creative Graphic Designer

July 2015 – February 2022

- Managed all timelines to deliver training materials on time and within client budget
- Interfaced with clients directly to identify and understand training needs and requirements
- Developed interactive training content using Articulate Storyline and Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere)
- Worked within brand vision and needs to create high-impact graphics for print and web
- Consulted clients on best practice for social media marketing and brand development

### Pubvendo

#### Director, Author Launch

December 2020 – February 2022

- Wrote, designed and developed learner-centric training content including curriculum, videos, interactive modules, desk references, and training manuals to support business growth and development objectives
- Wrote and designed client-onboarding materials
- Wrote and maintained internal process documentation
- Conducted task analysis with cross-disciplinary stakeholders to identify core content-specific knowledge
- Applied constructivist learning methodologies and the ADDIE framework to the assessment of complex learner needs
- Leveraged social media best practice into engaging, of-the-moment educational content
- Conducted feedback sessions to identify additional training needs
- Constructed dynamic narrative frameworks to deepen audience engagement with brand initiatives
- Engaged in 1:1 personalized coaching with clients

- Managed and maintained course materials on Thinkific web platform
- Scripted, recorded, and edited a library of more than 20 videos using Adobe Premiere in order to support authors in implementing technical and theoretical online marketing concepts ranging from social media management to Amazon ad programming

## Clearinghouse for Military Family Readiness (DOD)

Instructional Designer

August 2014 – June 2015

- Conducted task analysis with cross-disciplinary stakeholders to develop an in-person, instructor-led training on family communication through military deployment offered to 1.4 million National Guard and Reserve service members. Designed and developed content for participants and a guide to train the trainers.
- Led interface design and development, as well as participated in content scaffolding, writing, and Articulate Storyline development for a training on the IPPI-RAT (“Risk”) online training, delivered to over 2,000 military clinicians in the Family Advocacy Program. Developed and implemented final scenario-based assessment.
- Created instructional animations to support understanding and adoption of training processes and developed interactive eLearning activities for use in online facilitator training deployed in Clinton County, Pennsylvania and on several military bases across the country

## Education

**The University of Alabama**

*M.A Journalism*

Tuscaloosa, Alabama

**Pennsylvania State University**

*M.Ed Learning, Design & Technology*

University Park, Pennsylvania

**Pennsylvania State University**

*B.A Art*

University Park, Pennsylvania

## Skills

Conversational French (Speaking, Reading, Writing)

Microsoft Office

Presentations & Public Speaking

Adult Education

Curriculum Development

Writing & Editing

Training & Skill Development

E-Learning

Instructional Video Design

Instructor-led Training (Virtual and In-Person)

Storyboarding

Adobe Creative Suite

Articulate 360