Alyssa Toshach

San Jose, CA | (858)449-9403 | atoshach@gmail.com

Interactive Resume | **Portfolio Website** | **LinkedIn Profile**

TECHNICAL SKILLS

- **Training Authoring**: Articulate Storyline, Articulate Rise, Adobe Captivate, Camtasia, Snagit, Keynote, PowerPoint, WellSaid Labs
- **Graphic / Web Design:** Miro, Piktochart, Venngage, Figma, Wix, MailChimp, Adobe Spark, Animoto, Storyset, Google Drawing
- **Project & Knowledge Management**: Smartsheet, Quip, Box, Google Workspace, MS Office, Confluence, ServiceNow, Trello
- **LMS / CMS & Analytics**: Adobe Experience Manager (AEM) CMS, PeopleSoft, Schoology, Qualtrics, Salesforce CRM

CERTIFICATIONS

- **Articulate 360 Expert (Beg. & Advanced) Certificate,** Yukon Learning
- **Adobe Captivate Learning Specialist**, Adobe
- **Google UX Design Foundations,** Coursera
- **Gamification for Learning**, Coursera
- **Measuring Learning Effectiveness**, LinkedIn
- **Inclusive Learning Design,** LinkedIn

PROFESSIONAL EXPERIENCE

Senior Instructional Designer, Apple Maps, Apple Inc. (via RMSI North America)   July 2022 - Present

Promoted from **Instructional Designer / eLearning Developer** (via Apex Systems)

- Translate complex technical processes into engaging, user-centered eLearning and ILT modules for global Apple Maps editing and maintenance teams; Partner with stakeholders to identify performance gaps and align content with documentation
- Apply adult learning theories to scaffold training content, transform new and existing assets, build interactive eLearning components, and integrate accessibility standards to optimize the learner experience and outcomes
- Lead end-to-end instructional design projects, including software and AI integration training, onboarding, and 2023 Vendor Training; Scope and oversee production of deliverables (storyboarding, prototyping, scripting, voiceover, video editing)
- Identify process improvement solutions for optimizing operational and instructional design efficiencies, including integrating an internal courseware auditing process for driving quality assurance in the vendor-to-client handoff
- Serve as in-house Graphic Designer for courseware assets, image editing, Landing Page visuals, and digital storefront banner

Employee Training Program Specialist, Stanford University   Oct. 2020 - July 2022

Promoted from **Training Coordinator / Administrator**

- Built and maintained courseware assets and documentation for ILT, VILT, and self-paced modules tailored for Stanford University employees and vendors; Applied systematic instructional design and evaluation methods to translate business and audience needs into effective training curriculum and solutions
- Pitched, prototyped, and delivered a solution to optimize the enrollment experience by utilizing automation tools and branching forms to deliver an individualized and efficient checkout process, collect user information for targeted marketing campaigns, and streamline course communications, resulting in surpassing quarterly goals for customer acquisition
- Leveraged project management and performance improvement strategies to mitigate pain points and streamline workflows within course scheduling, LMS administration, onboarding, vendor management, marketing campaigns, and training events

Training Designer & Facilitator, Year Up Silicon Valley   Aug. 2018 - Oct 2020

Promoted from **Learning & Development Specialist**

- Designed and delivered multimodal curriculum in five-month college-level Business Communications training course
- Served as onboarding facilitator for bootcamp program and facilitated Train-the-Trainer workshops to improve instructional outcomes and promote engaging instruction for adult learners
- Directed an eight-week project on social entrepreneurship with 16 direct report team leads and 80 team members; Utilized internship performance review metrics to analyze training performance gaps and redesign training scope

Please visit my LinkedIn profile for an extensive log of my professional experiences.

EDUCATION

Masters in Learning Design & Technology, Purdue University   Graduated Spring 2022

Coursework: Adult Learning Theory, eLearning Design, Instructional Multimedia Production, Accessibility and Interaction Design, Training Evaluation, Human Performance Intervention

Double Bachelors in Behavioral Sciences & Sociology, San Jose State University   Graduated Fall 2013