

BETHANY S. HUDNUTT | INSTRUCTIONAL CONTENT DESIGNER

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bethany.hudnutt.com

Over 20 years of experience in educational technology, training, and content creation. Extensive expertise in technical instructional materials and courses. Excels at writing and editing technical materials designed for many audiences, including curriculum, scripts, white papers, presentations, tutorials, user guides, videos, and web content.

Qualifications & Skills

Instructional Design – Work with clients and SMEs to design, develop, and write highly engaging and innovative elearning solutions. Provide consultation on the effective use of instructional design strategies, web-based resources, multimedia technologies, and instructional software.

Technical Writing - Excel at working with subject-matter experts to gather information, identify relevant data and audiences, and write documents that are clear and user-friendly.

Adult Education – Design and conduct technical training and professional development for adult learners in multiple modes, including face-to-face, online, and hybrid courses. Adapt teaching methods and instructional materials to meet learners’ varying needs, abilities, and interests.

Technological Expertise – Visio, Articulate 360, Adobe Captivate, Camtasia, MS Office Suite and Windows, Learning Management Systems, Content Management Systems (CMS), Google products, HTML, CSS, and project management software including Smartsheets, JIRA, and Base Camp; Agile training and development methodologies.

Experience

SKILL-UP TECHNOLOGIES, Remote (Seattle, WA)

Senior Instructional Designer

10/2021-present

Conceptualize, develop, and implement instructional design projects from inception to completion. Write concise, creative, and effective instruction using multiple platforms, including Articulate 360. Apply knowledge of instructional design theory to design course content, working with subject matter experts, management, and clients. Onboard, mentor, and manage junior technical writers and new instructional designer hires.

- ✓ Lead instructional designer and instructor for *Introduction to Software Engineering* course with over eight-thousand learners, end-to-end, with 60+ assets, published on Coursera LMS for IBM with 4.7-star user ratings. Created over 50% of instructional content, oversaw asset production, developed syllabi, and wrote assessments.
- ✓ Onboarded and mentored 10 new hires.
- ✓ Designed 6 Storyline 360 interactive activities and developed 4 of them.
- ✓ Lead instructional designer on an update to Node.js and Express course, improving the user rating from 4 stars to 4.4 stars.

CONDUENT, Raleigh, NC

Professional Trainer

08/2019-10/2021

Manage the full development process of a hybrid stakeholder and client-facing training program for an inaugural cloud-native business process automation software product launched by a global enterprise technology company, elevating the project company-wide.

CONDUENT, Raleigh, NC con't

- ✓ Responsible for full breadth of project plan, from ideation through execution and documentation
- ✓ Consult on, write, and deliver technical training for multiple audiences and learning styles
- ✓ Provide expert consultation on learning styles of stakeholders and clients, and responsible for recommendations of platforms based on these findings Manage key project touchpoints with all stakeholders

PRO-FICIENCY, Durham, NC

Instructional Designer and Project Manager

10/2016-08/2019

Implemented process management, best practice instructional design standards, and content protocols for unique technology company focused on video simulation training for doctors and patients in clinical trials, streamlining tight budgets and timelines; responsible for translating key technical material to key audiences.

- ✓ Consulted with medical SMEs to write and edit scripts used for production of video simulations
- ✓ Wrote and edited standard operating procedures
- ✓ Consulted on, developed and managed key aspects of eLearning platform to provide continuing medical education to physicians and raise healthcare awareness for patients
- ✓ Oversaw and streamlined video production and post-production processes
- ✓ Built simulation experiences within the platform using proprietary software

AMPLIFY, INC., Durham, NC

Assessment Designer

03/2013-11/2015

- ✓ Wrote and edited learning matrices to establish continuity of mathematics curriculum for K-12, including digital assessments to be used in conjunction with a digital curriculum
- ✓ Managed process and workflow design by incorporating a third-party CMS to develop and deliver thousands of digital assessment items to students
- ✓ Conducted product testing to establish usability
- ✓ Trained and onboarded new personnel and consultants

METAMETRICS, INC., Durham, NC

Research Associate

03/2011-03/2013

- ✓ Governed educational assessment product Quantile® Framework for Mathematics; led SME's engaged in test creation and limited scope creep, meeting quality standards and deadlines
- ✓ Wrote web copy via data collection from SMEs and stakeholders; liaised between engineering and R&D to assess functionality and usability
- ✓ Co-developed website and eLearning tools reconstruction effort, using Agile methodologies
- ✓ Recognized need for a CMS and championed the idea to management; procured and managed extensive customization of CMS to control workflow for item banking and assessment development

ADVANCED INSTRUCTIONAL SYSTEMS, Raleigh, NC

Project Manager

06/2009-05/2010

- ✓ Managed a 25-person team to develop 8,000 digital assessment items per month for a customizable online instructional system
- ✓ Developed and directed overseas training for a 12-person item development team

SHODOR, Durham, NC

Project Manager

09/2000-06/2009

Instructional Designer and Trainer

09/2001-06/2009

- ✓ Wrote and edited instructional materials and user guides for approx. 100 web-based apps for mathematics education
- ✓ Designed over 50 web-based apps for use in mathematics and science instruction
- ✓ Designed and led professional development to facilitate software use in instruction both nationally and internationally utilizing face-to-face, hybrid, and online instruction in the open source LMS Moodle; transitioned hundreds of participants to implement software in instruction

SHODOR, Durham, NC con't

- ✓ Developed and directed an award-winning online courseware product with 1M accesses/month and 1K pages of supporting materials; directed development and use of proprietary CMS for project management
- ✓ Led approximately 40 internships/year; oversaw program and conducted initial interviews and quarterly review process

Education

Master of Science in Instructional Design , Quinnipiac University	2019
Master of Science in Mathematics Education , North Carolina State University	2007
Certificate in Programming (C++ & Java) , North Carolina State University	2005
Bachelor of Science in Mathematics Education , Ohio University	1995

Software

Adobe Photoshop, Illustrator, Captivate, Acrobat, Articulate

Articulate Storyline 360, Rise 360, Studio 360, Review 360

Web Design HTML, CSS

Google Docs, Mail, Calendar, Spreadsheets, Presentations, Sites, Cloud

Microsoft Excel, Word, PowerPoint, Outlook, Teams, Forms

TechSmith Camtasia

LMS Blackboard, Moodle

Project Management Issue Tracking Systems including *JIRA*, *Request Tracker*, and *Redmine*; *Smartsheets*, *Basecamp*; *Teamwork*, *Trello*, third-party Content Management Systems