GABRIELLE HEARD

CONTACT

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PROFILE SUMMARY

Senior instructional designer and educational technology leader with extensive experience designing accessible, learner-centered training for adult audiences. Led initiatives across higher education, healthcare, and workforce development, including national Medicaid and competency-based microcredential programs. Integrates curriculum design, accessibility, and multimedia development to produce engaging and impactful learning experiences.

SKILLS

Curriculum Development

- ADDIE
- Bloom's Taxonomy
- Universal Design for Learning
- Backward Design

Leadership

- Team Building
- Interpersonal Relationship Building
- Project Management
- Negotiation
- Conflict Resolution
- Change Management

KEY PROJECTS

Anderson College- Digital LMS Onboarding Program

- Created a modular, self-paced training experience to onboard 100+ instructors to a new D2L Brightspace. Included video tutorials, live workshops, and interactive simulations. *Reduced onboarding time by 50%, reduced LMS support tickets by 25%, and improved user confidence in platform navigation.*

Anderson College- SimNet Faculty Professional Development Program

- Led a 4 week computer course transition from Paradigm's Cirrus Platform to McGraw Hill's SimNet platform, ensuring on time course launches and fast student access. Partnered with subject matter experts to create a step by step instructor workbook and delivered workshops, short videos, and one on one coaching to rebuild confidence and autonomy. *Trained 20 faculty members to teach 1000+ students. Results included 80% of instructors reporting comfort delivering with SimNet, and SimNet centered support tickets dropping by 40%.*

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SKILLS (CONTINUED)

Software Proficiency

- Articulate Rise & Storyline
- H5P
- Vyond
- D2L Brightspace
- Blackboard
- Canvas
- Microsoft Office
- Adobe Creative Suite
- Canva
- ChatGPT
- HeyGen AI
- Murf AI
- Visla
- Bento
- Habitat

EDUCATION

BALL STATE UNIVERSITY

Master of Arts (MA)
Curriculum and Educational Technology

UNIVERSITY AT BUFFALO (SUNY)

Master of Fine Arts (MFA)
Emerging Technology

KEY PROJECTS (CONTINUED)

National Health Law Group – Medicaid

- Served as an instructional design and eLearning consultant for a national Medicaid renewal advocacy initiative. Co-developed the script, storyboard, and visual design to translate complex healthcare information into clear, scenario-based guidance for social workers, community leaders, and advocates.

PREVIOUS EXPERIENCE

McGraw Hill Inc.
Instructional Designer-Accessibility
Remote, North Carolina
Oct 2025-Present

- Enhances existing digital learning materials by including alt text, long descriptions, color-adjusted images, and tagged PDFs that meet WCAG expectations.
- Evaluates textbooks, eBooks, maps, and digital assets for accuracy, learning objective alignment, and equitable user experience.
- Partners with UX, product, and academic design teams to improve digital content quality, troubleshoot accessibility barriers, and strengthen workflow practices.

Anderson College of Health, Business, and Technology
Manager of Instructional Design
Remote, Canada
April 2023 - July 2025

- Created instructional design plans by auditing existing materials, mapping objectives to current content, coordinating SMEs and designers, researching new e-learning tools and methods, and addressing known learning gaps and accessibility needs.
- Established assessment plans and content standards and coached designers and subject matter experts to produce interactive modules, videos, and guides that aligned to them.
- Built reusable templates, storyboards, and production review checkpoints that raised content quality, shortened build time, and reduced rework.
- Designed and ran program wide faculty training with program chairs, built facilitator folders and guides, led workshops and live sessions, and provided one on one coaching for sustained adoption.

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CERTIFICATIONS

EDX VERIFIED CERTIFICATE FOR INTRODUCTION TO WEB ACCESSIBILITY

Link to credential: https://courses.edx.org/certificates/2fb38f24a3ae4510bcda489f7bef7e05

WEB ACCESSIBILITY TRAINING COURSE WCAG 2.1 & 2.2 COMPLIANCE

Link to credential: https://www.udemy.com/certificate/UC-8f477015-e333-4dbd-be0e-e7c8568d34a0/:

PREVIOUS EXPERIENCE (CONTINUED)

Anderson College of Health, Business, and Technology
Instructional Design Specialist
Remote, Canada
Jan 2022 - April 2023

- Consulted with subject matter experts to define scope and goals and translated them into objectives, blueprints, and lesson flows.
- Designed SCORM modules, slide decks, LMS pages, and scenario based interactive videos.
- Launched courses and workshops, gathered feedback and usage data, and improved clarity and completion in short cycles.

Queen's University
Learning Technologies Support
Kingston, Ontario
Nov 2021-April 2022

- Conducted LMS research and developed interactive help guides to support digital transformation initiatives.
- Authored knowledge base articles and led training sessions to reduce tech-related faculty inquiries.
- Designed help center content, tutorials, and 1:1 training for faculty on D2L Brightspace.
- Identified technical trends and created proactive resources to reduce recurring support issues.

Curriculum Associates
Educational Technology Fellow
Remote, Boston, Massachusetts
July 2021-Dec 2021

- Onboarded SaaS platform users
- Curated multimedia help libraries that supported instructional designers and engaged learners
- Collaborated with content teams to refine the UX and clarity of digital modules
- Used Miro and other collaborative tools to manage content development cycles and team communications