

Alison Dragun

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Summary

Seasoned instructional designer and eLearning development specialist with over 19 years of comprehensive experience spanning the public and private sectors. Demonstrated proficiency in designing and implementing customized training solutions utilizing diverse instructional and adult learning methodologies, encompassing instructor-led sessions, interactive eLearning modules, video-based tutorials, and immersive simulations. Committed to ongoing personal and professional development to stay abreast of emerging trends and best practices in instructional design and eLearning technologies.

Professional Experience

Alison Dragun Designs | Warminster, PA | 2023 - Present

Freelance Instructional Designer & eLearning Developer

Alison Dragun Designs is a contract design company that specializes in custom eLearning development and visual design.

- Created engaging eLearning content using **Articulate Storyline, Rise, and Camtasia**, resulting in increased learner engagement and knowledge retention.
- Collaborated closely with clients and subject matter experts to gather requirements, provide regular project updates, and incorporate feedback iteratively, ensuring alignment with project goals and objectives.
- Implemented instructional design models such as **ADDIE (Analysis, Design, Development, Implementation, Evaluation)** to create effective learning experiences aligned with client objectives and learner needs.
- Designed visually appealing graphics and illustrations using **Adobe Illustrator**, enhancing the overall aesthetic appeal and effectiveness of eLearning materials.
- Developed **detailed storyboards** outlining the structure and flow of eLearning modules, incorporating interactive elements and assessments to promote active learning and engagement.
- Implemented **accessibility best practices and usability guidelines** to ensure eLearning content complies with industry standards and is accessible to diverse learner populations.
- Utilized **Camtasia to create engaging video tutorials**, software simulations, and screencasts, enhancing learner comprehension and skill acquisition in technical subject areas.
- **Led end-to-end project management** of eLearning development projects, ensuring timely delivery of high-quality deliverables within budget constraints and exceeding client expectations.
- Conducted **thorough quality assurance testing** and review of eLearning modules to identify and address any technical issues, usability concerns, or content inaccuracies prior to final delivery.

Etsy Inc. | Brooklyn, NY | 2022 - Present

Freelance Visual Designer & Print-On-Demand Production

Etsy, Inc. is an e-commerce company focused on handmade or vintage items and craft supplies.

- Demonstrated **exceptional design abilities** in creating captivating designs for print-on-demand apparel and gifts, resulting in increased customer engagement and a **25% growth in sales**.
- Implemented SEO strategies resulting in a 33% increase in organic traffic and a 19% boost in search rankings for targeted keywords.
- Developed and executed effective marketing campaigns, resulting in 28% increase in customer engagement and a 21% growth in social media followers.

- Leveraged market insights and customer feedback to identify additional products, resulting in new revenue streams and a **17% increase in overall profitability**.
- Implemented a comprehensive financial tracking system, resulting in a **15% reduction in expenses and a 10% increase in profit margins**.

LTK | Dallas, TX | 2017 - Present

Freelance Content Creator, Digital & Social Media Marketing

LTK is a global community of more than 200,000 top-tier creators, 7,000 retailers, and 1 million brands across more than 165 countries that has monetized creator marketing.

- Managed multiple social media platforms ensuring consistent and high-quality content across all channels to maintain a cohesive brand image.
- Monitored and tracked performance metrics using analytics tools, leading to a **10% increase** in average order value and a **20% decrease** in cart abandonment rate.
- Developed a cohesive and visually appealing brand aesthetic, **resulting in a 30% increase in website traffic and a 10% boost in overall conversion rates**.

New Horizons Real Estate | Dresher, Pa | May 2019 – August 2019

Learning and Development Consultant (Contract)

New Horizons is a highly successful real estate company renowned for its exceptional customer service, going above and beyond to ensure client satisfaction and exceed expectations.

- Designed and implemented a highly effective blended learning course for real estate agents, leveraging the **ADDIE model including VILT and ILT** to cater to diverse learning preferences and maximize engagement.
- Conducted workshops on content creation and curation strategies, enabling real estate agents to generate compelling and shareable content, resulting in a **45% increase in organic reach and engagement** on social media.
- Designed and implemented personalized branding strategies for real estate agents using Canva, resulting in enhanced online presence and increased market visibility.

North Penn School District | Lansdale, PA | 2005 - 2023

The North Penn School District in Lansdale, PA, is a prominent suburban public school district serving a diverse student population of 3000, dedicated to educational equity.

Training & Development Specialist (August 2019 – June 2023)

- Performed thorough needs assessments to identify performance gaps and training requirements, leveraging the findings to strategically develop **VILT and ILT** that yielded remarkable growth **exceeding 29% in key performance indicators**.
- Orchestrated and executed comprehensive train-the-trainer programs using the **ADDIE model**, enabling **50+ instructors** to autonomously deliver impactful professional development sessions, yielding a **30% enhancement** in trainees' mastery of the subject matter.
- Created and deployed eLearning modules through **Canvas Learning Management System**, consistently delivering monthly interactive learning experiences over a span of three years.
- Incorporated multimedia elements such as videos, animations, and interactive simulations into training modules, resulting in an **18% increase** in learner engagement and knowledge retention.
- Overhauled onboarding for new staff with a **comprehensive mentorship program** including a dedicated **DEI component** resulting in **100% staff satisfaction** via surveys.

Instructional Coach | Professional Development Facilitator (August 2017 – August 2019)

- Adeptly served as a Subject Matter Expert (SME) in both Literacy and Mathematics disciplines, providing thorough support and guidance to **over 200 staff members**
- Partnered with SMEs to develop training content and ensure alignment with learning objectives, resulting in a **15% increase in content accuracy and relevance**.

- Offered technical assistance to colleagues in navigating eLearning platforms and software tools, resulting in a **11% decrease** in technical issues and improved user proficiency.

Principal | Interim, Grade 7-9 (August 2016 – August 2017)

- Defined and executed project scope, deliverables, timeline, and budget for **8+ community-wide** events serving over **700 people**.
- Facilitated weekly meetings with cross-functional team members to devise targeted learning strategies resulting in a **200% increase** in learner performance on EOY evaluation.
- Proficient in inclusive hiring practices, attracting and retaining a diverse workforce. Conducted **50+ interviews** for comprehensive talent assessments, optimizing staff role selections.

Teacher | (August 2005 – August 2016)

- Developed **accessible course materials compliant with ADA standards**, ensuring equitable access for all learners and resulting in positive feedback from students with disabilities.
- Implemented **Bloom's Taxonomy and Gagne's Nine Events of Instruction** to design **500+ lesson plans**, resulting in an **average yearly improvement of 22%** in learning outcomes.
- Conducted ongoing learner needs analysis and adapted plans to address evolving requirements, resulting in a measurable improvement of **18% on EOY assessments**.

Education

The Pennsylvania State University
M.Ed. Curriculum and Instruction | GPA: 4.0

University of LaVerne
M.Ed. Instructional Technology | GPA: 4.0

Shippensburg University
B.A. Education | GPA: 3.92

Certifications

The Pennsylvania State University
Principal/Supervisor | GPA: 4.0

The Pennsylvania State University
Instructional Technology Coach | GPA 4.0

Technical Skills

Articulate Storyline	Articulate Rise	Adobe Illustrator	Adobe Photoshop
Adobe Lightroom	Camtasia	Microsoft 365	Google Suite
Canva	Powtoon	Vyond	Canvas LMS

Professional Skills

Visual Design	Project Management	Quality Assurance	Storyboarding
Needs Analysis	Action Mapping	Stakeholder Management	Storytelling