

VANESSA SCHILL

vanessaschill.com • linkedin.com/in/vanessaschill

PROFESSIONAL SUMMARY

Senior Instructional Designer and ATD®-designated Master Trainer with 10+ years of experience designing scalable, learner-centered solutions across healthcare technology, SaaS, and corporate L&D environments. Expert in the full ADDIE and SAM instructional systems design (ISD) cycles, blended learning strategy, and performance consulting with cross-functional stakeholders. Proven track record translating complex clinical and technical content into engaging eLearning, scenario-based learning, microlearning, ILT/VILT, job aids, and performance support tools. Experienced building L&D functions from the ground up, managing LMS administration, and leading digital adoption platform (DAP) initiatives using WalkMe. Skilled at conducting needs analysis and gap analysis to identify root causes of performance gaps and designing measurable solutions evaluated using the Kirkpatrick Model. Applies AI-assisted content development and prompt engineering to accelerate rapid prototyping and modernize learning experience design (LXD).

EXPERIENCE

HR Instructional Designer | *InnovAge — Remote* | Nov 2024 – Mar 2025

- Designed and developed blended learning and performance support materials grounded in adult learning theory to support talent development programs across a PACE healthcare organization.
- Conducted needs assessments and gap analyses in partnership with SMEs to identify training priorities, close performance gaps, and align solutions to measurable business outcomes.
- Evaluated program effectiveness using the Kirkpatrick Model, iterating content based on stakeholder feedback and L&D metrics.

Instructional Designer / Corporate Trainer | *Surgical Information Systems (SIS) — Remote* | Jul 2019 – Jan 2024

- Applied learner analytics to audit and improve 50+ training videos and internal manuals, ensuring content accuracy, clinical relevance, and improved product adoption across client and internal audiences.
- Built WalkMe Digital Adoption Platform (DAP) workflows delivering contextual, in-app guidance for clients and new hires, reducing time to proficiency and supporting change management initiatives.
- Led development of a product enablement plan for SIS Complete aligned to company KPIs, establishing adoption tracking and outcome measurement across clinical and operational teams.
- Applied SAM and ADDIE frameworks to design full learning programs in Articulate Rise 360 and Storyline, incorporating scenario-based learning, microlearning, and asynchronous eLearning modules.
- Collaborated with cross-functional stakeholders and SMEs to translate complex healthcare software workflows into accessible, WCAG/Section 508-compliant, scalable eLearning and ILT/VILT programs.

Instructional Designer / Content Developer / Technical Writer | *CodeMettle LLC — Remote* | Oct 2018 – Jul 2019

- Built the company's first L&D function from the ground up, reporting to the VP of Product and establishing instructional design standards, content strategy, and LMS administration processes.
- Designed a digital onboarding program with custom learning paths and LMS-based modules, accelerating new hire time to proficiency and supporting scalable talent development.
- Produced 30+ learning assets including 5 eLearning courses, 10 ILT programs, and 15 technical manuals for global clients using Articulate 360 and Camtasia.
- Delivered 10+ storyboards, video-based learning content, and a library of 150+ custom graphics and GIFs, collaborating closely with project managers to meet delivery timelines.

Freelance Technical Writer | *Private Client — Remote* | Feb 2018 – Jul 2018

- Partnered with executive leadership to design and deliver an interactive help system and performance support documentation for the company's primary client-facing application.
- Completed a full documentation system in 6 months using Markdown and ReadMe, improving client onboarding and product adoption.

Part-Time Instructor of Communication | *Kennesaw State University — Kennesaw, GA* | May 2014 – May 2018

- Developed and facilitated online courses for 250+ students, applying digital learning tools to maintain learner engagement and meet instructional quality standards in asynchronous environments.
- Designed and audited an online course against Quality Matters (QM) standards, earning a 98% quality rating (93/95 points), demonstrating expertise in accessible, learner-centered course design.

EDUCATION

Master of Arts in American Studies — Kennesaw State University 2016

Bachelor of Science in Communication, Media Studies — Kennesaw State University 2013

SKILLS & CERTIFICATIONS

Instructional Design & Strategy: ADDIE & SAM Models, Instructional Systems Design (ISD), Learning Experience Design (LXD), Blended Learning, Scenario-Based Learning, Microlearning, Asynchronous & Synchronous Learning, Storyboarding, Rapid Prototyping, Job Aids & Performance Support Tools

Authoring & Design Tools: Articulate 360 (Storyline & Rise), WalkMe DAP, Camtasia, Adobe Creative Cloud, Canva, Video-Based Learning Production

AI & Emerging Technology: Prompt Engineering for ID Workflows, AI-Assisted Content Development, Rapid Prototyping with AI, AI-Powered Learning Experience Design, Claude, Microsoft Copilot

Analysis & Evaluation: Needs Analysis & Gap Analysis, Performance Consulting, Kirkpatrick Evaluation Model, Learning Analytics, ROI of Training, Outcome Measurement

LMS & Platform Administration: LMS Administration & Implementation, Digital Adoption Platforms (DAP), Product Adoption, Content Strategy, Scalable Digital Learning

Compliance & Standards: HIPAA, Section 508 / WCAG Accessibility, Quality Matters (QM), Change Management

Certifications: ATD® Instructional Design/Training Certificate (Master Trainer Designation)

Project & Collaboration: Agile Methodology, Cross-Functional Team Collaboration, SME Partnership, Stakeholder Management, Talent Development, L&D Program Management