TRACY FOSTER
Senior Instructional Designer

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SUMMARY

- Leads instructional design teams to deliver engaging learning experiences that transform mandatory training into experiences sparking voluntary participation and genuine curiosity
- Blends AI-powered innovation with human-centered design to reduce time-to-proficiency by 25% through practice-first methodologies and scalable processes
- Creates memorable learning moments where complexity becomes clarity, directly supporting key business metrics and measurable ROI

EXPERIENCE

Senior Instructional Designer
Intuit, Remote | Contractor through Magnit | December 2023-Present
Fortune 500 company and leading financial software provider serving millions of customers globally. Role involves designing and developing eLearning courses and instructor-led training materials for customer-facing Experts.

- Lead team of experienced and junior instructional designers, facilitating daily standups and removing roadblocks to maintain 100% on-time delivery across 50+ team members
- Mentor and onboard new instructional designers through comprehensive process documentation and job aids, accelerating ramp-up time and standardizing workflows across the global team
- Partner with peer team leads to calibrate processes, identify priority improvement areas, and establish consistent quality standards across the instructional design organization
- Co-author comprehensive instructional design playbook establishing best practices, templates, and quality assurance protocols adopted across the 50+ member global team
- Champion AI literacy across team by training on AI-powered translation tools, reducing course turnaround time from 4 weeks with external vendors to 1 day internally
- Engineer GenAI prompts for storyboard creation and multimedia asset development, saving 40 hours monthly and accelerating media cycles from 5 days to 1 day
- Partner with cross-functional teams and SMEs to establish quality standards, reducing revision cycles by 35% and accelerating implementation timelines
- Review all deliverables for WCAG accessibility, design consistency, instructional alignment, and performance-based learning outcomes

Education & Family Sabbatical
Career Break | 2019-2023
Balanced time to caregiving while advancing professional expertise through graduate education and strategic skill development.

- Dedicated time to providing care for a family member requiring full-time support
- Earned MBA in leadership and data analytics, applying business intelligence methods to optimize learning strategies and quantify instructional design impact

Instructional Designer
Allen ISD, Allen, Texas | 2013-2019
Large school district supporting thousands of students and staff. Led learning initiatives for educators and staff.

- Integrated adult learning principles in scenario-based simulations, achieving 100% completion rates and measurable performance gains
- Developed targeted microlearning addressing performance gaps, integrating follow-up coaching that resulted in 23% improvement in job performance ratings
- Designed and facilitated comprehensive blended onboarding program using instructor-led trainings, small group coaching, and eLearning, reducing time-to-proficiency by 17%
- Partnered with senior leadership to conduct systematic needs analyses, establishing measurable KPIs that aligned learning initiatives with district strategic objectives

Principal
Community Independent School District, Nevada, Texas | 2010-2013
K-4 elementary campus with 500+ students and 70+ staff. Led professional learning for staff through personalized learning experiences based on needs assessment data.

- Transformed onboarding through instructor-led trainings and mentor-mentee partnerships, resulting in a 32% increase in employee retention
- Developed and facilitated differentiated professional development pathways resulting in 22% improvement in instructional effectiveness measures
- Designed and implemented a comprehensive data analytics framework for tracking learner progress, integrating multiple feedback channels that informed iterative training improvements
- Facilitated regular learning analytics reviews to identify knowledge gaps; developed personalized learning paths that addressed specific performance challenges

CORE COMPETENCIES

- **Design & Authoring Tools:** Articulate 360, Adobe Creative Suite, Camtasia, Figma, Captivate, 7taps, Snagit, Visio, Canva Pro
- **Learning Platforms & Systems:** Docebo LMS, xAPI, learning experience platforms
- **AI & Generative Tools:** ChatGPT, Claude, Synthesia, Well Said Labs, Firefly, Descript, Gemini, Writer, LLM prompt frameworks, prompt engineering
- **Design Process & Methods:** LXD, design thinking, ADDIE, SAM, adult learning principles, accessibility compliance (WCAG), rapid prototyping, storyboarding, microlearning design, storytelling, inclusive design principles
- **Project & Strategy:** Stakeholder engagement, cross-functional collaboration, strategic planning, Miro, Google Workspace, Jira, change management, ROI measurement
- **Data & Analytics:** Tableau, learning analytics dashboards, Qualtrics, Google Forms

EDUCATION

Lamar University, Beaumont, Texas
MBA, Leadership and Data Analytics

Lamar University, Beaumont, Texas
MEd, Educational Leadership and Administration

University of North Texas, Denton, Texas
BS, Interdisciplinary Studies/Elementary Education