

ERIN SPRINGER, INSTRUCTIONAL DESIGNER

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SUMMARY

Results-driven Instructional Designer with over 14 years experience in retail, consumer goods, and financial services industries. Proven expertise in training, graphic design, adult learning, employee engagement, associate incentives, video editing, and project management with 10 years experience in Adobe Creative Cloud, Articulate Storyline, Rise 360, Canva, and Camtasia following ADDIE, scrum, and agile methodologies.

EDUCATION

B.A. Journalism, Media, and Computing, majoring in Graphic Design, Advertising, and Public Relations
(Creighton University, May 2010)

SKILLS & KNOWLEDGE

Adobe Creative Cloud (including InDesign, Photoshop, Illustrator & Premiere Pro), Microsoft Office Suite, Microsoft SharePoint, WordPress, LumApps, Vyond, Articulate Storyline, Rise 360, Canva, and Camtasia

PROFESSIONAL EXPERIENCE

February 2024 - Current LPL Financial Services, Senior Instructional Design Contract Consultant

- Led the design and project management of employee training programs for both LPL Financial and incoming Prudential employees under LPL Enterprise, ensuring seamless knowledge transfer.
- Managed curriculum evaluation and course development, tailoring learning solutions to align with evolving industry standards.
- Developed and launched 20+ interactive Rise courses focused on financial review processes, enhancing employee engagement and process understanding.
- Collaborated with cross-functional teams to ensure training solutions met business needs and regulatory requirements.
- Utilized instructional design best practices to create scalable and adaptive learning experiences across multiple platforms.

March 2021 - Feb. 2024 Pennymac Financial Services, Senior Instructional Designer

- Managed, created, and published weekly digital leadership newsletters and website for 500+ Loan Servicing managers, featuring articles, training topics, events, awards, and resource guides.
- Led design and management of a Divisional website for 2,000+ employees, including leadership videos, training topics, events, and employee resource materials.
- Oversaw off-shore team projects, including task training, design concepts, video editing, and timeline management.
- Design manager for Divisional events, employee engagement, and training initiatives, developing logos, infographics, graphics, video content, and digital course materials.
- Directed Divisional recognition and awards program, producing videos, presentations, and digital media assets.
- Led project management and design for annual career development week, including training materials, events, webinars, and education resources.
- Managed and designed manager and employee training programs, including the SUMMIT manager program and analyst training initiatives.
- Led major digital migration projects, including internal website design, content migration, process documentation, and archiving.

Dec. 2016 - June 2020 Pier 1 Imports, Education & Engagement Specialist and Instructional Designer

- Created and published monthly training guides on trends, products, and associate behavior for global store employees, managing publication budget and partnerships with internal and external stakeholders.
- Managed employee incentive programs focused on credit acquisition, sales, and performance metrics, including budget management, collaboration with external partners, data reporting, and communication of results to Executive and store teams.

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Pier 1 Imports, Education & Engagement Specialist and Instructional Designer (cont.)

- Collaborated with buyers and merchandisers to develop and deliver weekly product education for store associates on new trends and collections.
- Led quarterly and annual awards programs for Regional Managers and store employees, overseeing budget, award procurement, and communications with senior leadership.

July 2015 - Jan. 2017 Blue Pomegranate Gallery, General Manager

- Managed daily operations including gallery staff, product purchasing, visual merchandising, and all communication with artists

June 2012 - Oct. 2015 Fossil Group, Global Instructional Designer and Training Specialist

- Supported Global Wholesale and Boutique businesses, representing 70% of annual sales across watches and leather goods, including all portfolio and licensed brands.
- Managed relationships with 15 brand teams, licensors, and retailers to develop and distribute training materials in print and digital formats, including guides, activities, and assessments for core and seasonal product training.
- Led translation and budget management of global training documents in nine languages.
- Project lead for global town halls, sales conferences, district manager meetings, and leadership retreats, responsible for content development, presentation design, and executive ghostwriting.
- Organized employee engagement events, including quarterly huddles, volunteer days, and holiday events, handling presentation design, content creation, and executive ghostwriting.
- Developed and managed global HR training programs, creating presentations, guides, digital e-learning modules, and knowledge assessments.

Feb. 2011 - June 2012 Fossil Group, Global Training Coordinator and Visual Merchandising Specialist

- Developed three monthly product training magazines for global, regional, and wholesale employees.
- Established new Visual Merchandising document standards for all wholesale outlets.
- Mentored incoming Brand Representative classes of 8-10 new college graduates.
- Built and maintained an internal department website, providing daily updates on markdowns, account updates, visual merchandising, and newsletters for global and regional employees.

April 2010 - Feb. 2011 RFD-TV, Communications Specialist

- Project manager and event staff for high-profile events including RFD-TV's 10-year Anniversary, Programmer Seminar, Tournament of Roses Parade, FFA Convention, AARP Convention, and River City Rodeo & Stock Show.
- Core planning and event staff for the national RFD-TV Roy Rogers Tour featuring Trigger and Bullet.

References & portfolio samples available upon request.