

# Martha Fry

## eLearning Instructional Design Professional

*Translate Complex Content for Adult Learning Using Visuals, Interactive Graphics, and Technology to Drive Development & Engagement*

Creative multimedia content developer combining graphic and instructional design expertise to develop skills, foster collaboration, and increase problem solving abilities. Analytical thinker with user-centered approach to create eLearning and Instructor-led virtual training grounded in adult learning methodology. Strong project management and finance expertise to deliver projects on time and within budget. Flexible, results-driven leader of high-functioning teams with strong communication and organizational skills.

- Instructional Design
- eLearning
- Graphic/Visual Design
- Video/Audio
- Virtual Instructor-led Facilitation
- Curriculum Development

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### PROFESSIONAL EXPERIENCE

#### **I-COLLABORATE CONSULTING**

##### **Owner, Lead Consultant**

2019 - Present

iCollaborate Consulting provides effective and engaging eLearning adult learning and development solutions. Using our graphic, instructional, and facilitation design expertise, we develop training that fosters employee learning, enhances virtual team collaboration and increases problem solving capability to solve business challenges.

#### **THE CARA GROUP, INC.**

2020 - Present

##### **TRAINING PROS, INC.**

##### **eLearning Developer and Virtual Training Producer**

Clients include major utility company, large healthcare insurance broker, and enterprise resource planning (ERP) developer. Partnered with leadership to develop both live virtual-led and e-learning training. Supported employee ability to embrace internal organizational and process change in order to meet senior leadership expectation and company growth. Deliverables included:

- Designed and developed eLearning training on new processes for internal and external audiences.
- Designed and developed facilitator guides, accompanying videos, and slides for training sessions.
- Demonstrated agility in working with SMEs and responding to changes and proposed improvements.

#### **HOUGHTON MIFFLIN HARCOURT**

##### **Vice President, Professional Learning University**

2013 - 2019

Founded and grew training & development center to support and partner with 800+ employees spanning 10+ functional areas and working from multiple domestic and global locations.

- Partnered with executive suite and business leads to set strategy and deliver annual learning curriculum and training. Led needs analysis and developed training solutions to advance company's strategic goals and build employee skills, resulting in increased online K-12<sup>th</sup> grade program offerings, improved user-centered development processes, and expanded organization change management capability.
- Built effective relationships across all levels of the organization to support skill development and career advancement. Attained year-over-year employee training participation rate of 90%+ with satisfaction rating of "excellent/very good".

- Led instructional design team to design and develop instruction grounded in adult learning theory and instructional design strategies. Curriculum included technical software training, rollout and explanation of new processes, and training to advance leadership and communication skills.
- Designed and developed storyboards, scripts, PowerPoint slides and interactive graphics to build a resource library of 100+ eLearning modules, videos, and study aids geared to support individual professional development success from within and across a wide-range of functions and titles.
- Expanded employee ability to problem solve and collaborate through effective webinar facilitation and online workshop leadership. Achieved high level of attendee participation through use of video, audio, annotation, chat, polls, small group break out, and brainstorming software.

## **HOUGHTON MIFFLIN HARCOURT**

### **Vice President, Director of Design, K-12**

2001 - 2013

Integrated team members, as result of company merger, from 6+ locations into an engaged and unified department of 70+ creative designers to create award winning K-12<sup>th</sup> grade Science, Math, Language Arts and World Languages curricula. Led and facilitated professional development to increase digital skill acquisition and engagement, as well as led learning and enrichment program for the full K-12 division.

- Led design team partnership with editorial subject matter experts to implement an integrated text and visual development process, resulting in the delivery of effective student and teacher print and digital content grounded in proven pedagogy and learning science research.
- Established criteria for skill and competency evaluation during design team integration, resulting in optimal span of technical skills (computer and grade-level curriculum) and soft skill (communication and leadership) within department.
- Created career advancement program with interactive design department that transitioned 25% of team members over to this area of business, supporting individual development goals and advancing company's ability for delivering digital content best practices.
- As development team's communications strategy leader, advanced integration of entire K-12 division of 700+ employees, by partnering with leadership to plan sessions, design content, and facilitate monthly virtual professional development series.

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## EDUCATION

- Bachelor of Arts (BA), Graphic Design, School of the Art Institute, Chicago, IL
- Bachelor of Arts (BA), Fine Arts, Hamilton College, Clinton, NY

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## PROFESSIONAL DEVELOPMENT

- Empowering Adult Online Learning: Exploring Theory and Best Practice, Harvard Extension School
- Cognitive Psychology of Human Computer Interaction, Iowa State University
- Computer Implementation and Prototyping, Iowa State University
- Fundamentals of Innovation through Human-Centered Design, LUMA Institute
- Instructional Design Foundations and Applications, University of Illinois

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## SKILLS

- Adobe Creative Suite, InDesign, Illustrator, Photoshop
- Microsoft Office 365, PowerPoint, Word, Excel, Outlook, SharePoint
- Articulate Storyline 360      • Yvond / Mentimeter      • Visual, Verbal & Written Communication
- Miro / MURAL      • Zoom / WebEx / Go-to-Training      • Strategic Thinking
- Camtasia