

CONTACT

📍 Port Townsend, WA

☎ (206) 676-2412

✉ teresacatford@gmail.com

🌐 [linkedin.com/in/teresacatford](https://www.linkedin.com/in/teresacatford)

🖥 teresacatford.com

TECHNOLOGY

•••• Articulate 360

•••• Adobe Premier Pro

•••• Adobe Creative Suite

•• HTML

•••• Microsoft Office Suite

•• Javascript

EDUCATION

Graduate Certificate in Equity & Excellence in Education

McDaniel College

Expected Completion in 2022

Graduate Certificate in Instructional Design

University of Wisconsin-Stout

Master in Teaching, Secondary Education

Western Washington University

Bachelor of Music, Music Theory

University of Oregon

eLearning Designer's Academy (2021)

Instructional Design and Tech Accelerator Certificate

The Instructional Design Company (2021)

Teresa Catford

SPECIALIZING IN INSTRUCTIONAL DESIGN AND ELEARNING

SUMMARY

Creative instructional designer with 15+ years of experience developing dynamic learning solutions using instructional design principles. Focused on building interactive, inclusive, and accessible eLearning that meets business needs and objectives. Proven expertise in needs analysis, project management, and instructional design. Dedicated to building rapport and effective collaboration, leading to strong relationships with subject matter experts and stakeholders.

PROFESSIONAL EXPERIENCE

eLearning Contract Developer

Artisan E-Learning | January 2022 - Present

- Design and develop eLearning from storyboards using Storyline 360, Adobe Creative Suite, Camtasia, and Powerpoint.
- Create engaging learning assets grounded in sound learning design principles that meet specific learning and skill-acquisition goals.

Freelance Instructional Designer and eLearning Developer

Catford Creative, LLC | May 2022 - Present

- Write, design, and develop learner-centered eLearning using Articulate Rise and Storyline 360, Adobe Creative Suite, Camtasia, and Microsoft Office Suite.

Music Specialist

Edmonds School District | Lynnwood, WA | 1998 - 2021

- Created and implemented interactive, engaging, and tailored curricula and training using virtual, hybrid, and ILT models, resulting in increased learner achievement.
- Designed tailored curriculum and instruction for Spanish-speaking learners and learners with diverse needs, using needs analysis and evaluation of learner data to drive instructional decisions, which improved learner success from 40% to 100%.
- Developed and initiated in-house digital audio recording projects which eliminated development costs and resulted in retaining 100% profit from 5 recording projects over a 6-year period, raising \$2500 in funds for the music program.
- Created project scope and end-to-end implementation strategy for multiple annual arts programs that showcased learner achievement including securing stakeholder support, collecting feedback, and adjusting training and deliverables to meet and exceed program objectives, including retention goals and recruitment of learners across multiple programs.
- Mentored and facilitated train the trainer sessions in collaboration with Seattle Pacific University's Teacher Training Program to increase the company's candidate prospects.

Owner and Director

Youth Marimba Workshop, LLC. | Shoreline, WA | 2014 - 2018

- Directed multi-level community music instructional institute and planned annual program budgets of \$4k, hire and manage staff, develop marketing strategies, and recruit volunteers using project management principles to ensure an efficient operation and engaging experience for customers. Partnered with community partners to develop learning initiatives and programming for wider audiences, resulting in 50% growth over a 2 year period.

Technology Officer, Environment and Climate Caucus

Washington State Democratic Party | Seattle, WA | 2017 - 2019

- Developed and implemented leadership development by collaborating with subject matter experts (SMEs), coordinating facilitation, developing materials, and managing administrative tasks using project management to launch virtual and hybrid events resulting in launching first-ever coordinated environmental advocacy campaigns. Developed and maintained digital communications infrastructure, including website, social media, email lists, and newsletters, supporting an initiative that resulted in 25% increase in membership in one year.