

Elissa Fineman

Atlanta, GA

Ph: 847-361-2355

Email: elissa.fineman@gmail.com

Portfolio: <https://www.stressfreeid.com/>

Professional Summary:

- Instructional Designer and Learning & Talent Development Specialist with 10+ years of experience designing and delivering scalable digital onboarding and enablement programs across enterprise, SaaS, technical, and higher education environments.
- Proven ability to partner with SMEs and stakeholders, translate complex subject matter into engaging digital learning assets, improve onboarding satisfaction, performance outcomes, and learner engagement through data-driven design and LMS optimization.

Technical Skills:

- **Instructional & Digital Learning Tools:** Captivate 13, Articulate Rise & Storyline, Camtasia, Audacity
- **Learning Platforms & Standards:** LMS Administration, SCORM, Moodle, Blackboard
- **Collaboration & Productivity Tools:** Microsoft 365, Google Workspace, Webex Training
- **Design & Technical Foundations:** Visual & Multimedia Learning, QA Testing, XHTML/CSS Basics
- **AI-Assisted Content Development:** AI-supported learning design and rapid content development

Instructional Design Skills:

- End-to-End Instructional Design
- Instructional Design Frameworks: Addie, Backward Design, Bloom's Taxonomy
- Deep Understanding of Adult Learning Theory
- Technical & Workforce Onboarding
- Soft Skills Training
- Digital Learning & Blended Learning (ILT, WBT, Self-paced)
- SME & Stakeholder Collaboration
- Learning Needs Analysis
- LMS Administration & Analytics
- Multimedia & Visual Learning Design
- Learning Measurement & Optimization
- Human-Centered Design
- Project & Program Coordination
- Team Leadership

Professional Experience:

Crio, Remote, Contract

Feb. 2026- Present

Training and Documentation Specialist

IndieClime PBC, Remote, Contract

April 2025 – Feb 2026

Learning Designer

- Designed and developed end-to-end digital learning experiences, translating business and technical requirements into structured curricula, eLearning modules, and blended learning solutions.
- Collaborated with subject matter experts and stakeholders to conduct needs analysis, define learning objectives, and ensure content accuracy, relevance, and alignment to role-critical skills.
- Created engaging learning assets including interactive eLearning, scenario-based activities, job aids, assessments, and multimedia content to support learner performance and retention.

Tata Consultancy Services (TCS), Atlanta, GA

May 2019 – Oct 2024

Specialist Learning & Talent Development

Project – Talent Development of new joiners to Supported different Client (Banking, Insurance, Healthcare)

- Designed scalable onboarding experiences aligning technical teams, HR partners, and business stakeholders.
- Supported onboarding and enablement for 3,000+ employees, achieving 90% onboarding satisfaction.
- Developed blended and digital learning solutions improving technical performance by 15% and learner confidence by 30%.
- Partnered with SMEs to gather requirements, align learning objectives, and translate content into structured learning assets.
- Produced multimedia digital learning assets, including video-based content and interactive materials, achieving 600+ internal views.
- Applied gamification strategies to increase learner participation and retention.
- Reduced LMS support tickets by 80% through improved content clarity, structure, and learner guidance.
- Mentored and supported facilitators and instructional staff, earning recognition for instructional leadership.

Pearson North America, Long Beach, CA

Sep 2012 – Sep 2017

Lead Instructional Designer

- Designed and launched online and blended learning programs, achieving 95% learner satisfaction.
- Developed interactive eLearning modules for Adobe Captivate and produced screen-based instructional videos with Camtasia, integrating simulations, quizzes, and knowledge checks.
- Edited multimedia learning content including voice-over recordings, captions, and interactivity
- Partnered closely with faculty and SMEs to align instructional content with defined standards, outcomes, and workflows.
- Led data-driven curriculum improvements, increasing course engagement by 20%.
- Developed and implemented systems to support content accuracy, updates, and revisions, improving consistency across programs by 85%.
- Automated LMS assignment workflows, reducing administrative effort by 75%.
- Used learner analytics to evaluate effectiveness and inform ongoing course improvements.

Columbia College Chicago — Chicago, IL

2006 – 2012

Lecturer

- Designed and delivered curriculum for 1,000+ learners across blended and digital modalities.
- Led course redesign initiatives resulting in 35% increased enrollment.
- Developed online learning initiatives with global reach and sustained engagement.
- Integrated career-focused learning strategies increased student internship placement by 20%.

Education:

University of Texas at Austin

- Ph.D., Media Studies

Bank Street College of Education

- M.S, Education