

## **Beth Sargent - Sr. Instructional Designer & Developer**

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### **PROFESSIONAL PROFILE/PERFORMANCE SUMMARY**

- ◆ Demonstrated ability to recommend, design and develop best practice learning solutions, design engaging instructional materials for instructor-led, web-based and eLearning (and blended/hybrid) solutions.
- ◆ Design Expertise: Over 15 years on-boarding & new hire training, soft skills/sales training, system training, just in time training, wing-to-wing or team collaboration, web-based training, Instructor Led Training (ILT), workshops and Train-the-Trainer (T3) training.
- ◆ Industries of expertise include medical, automotive, financial, and utilities.
- ◆ Known for driving innovative course design and developing engaging courses using blended methods (animation, interactivity, video) for both global and local audiences.
- ◆ Ability to communicate difficult to understand (DTU) content into easy-to-understand chunks of knowledge. Able to understand product features and functions and benefits and communicate that to the learners.
- ◆ Excellent communication skills, both verbal and written, and excellent relationship building abilities.
- ◆ Collaborate and manage communications with Subject Matter Experts (SMEs), product managers, C-level management, and all stakeholders.
- ◆ Consistently incorporates feedback and initiates working communications throughout all iterations of the development processes.
- ◆ Lead for recommending new educational technologies for over 5 years.
- ◆ Strong Project Management skills with all phases (SOW, kickoff, timelines, milestones, and deadlines) of learning projects.
- ◆ Manage all phases of a learning design (storyboarding and prototyping, design, development, graphic design, authoring and editing of images, graphics, audio and video files, animation script writing and editing, and voice over audio production, implementation, testing and resolution and LMS publishing of SCORM files.
- ◆ Known for being flexible and adaptable to changing needs. Comfortable with ADDIE, SAM and Agile methodologies.

### **EDUCATION, HONORS & AWARDS**

#### **Master of Instructional Design and Technology (M.S.), 4.0 GPA, May 2012**

- ◆ California State University, Fullerton | Fullerton, CA
- ◆ Phi Kappa Phi member
- ◆ Recipient of the MSIDT Scholarship Award for Excellence in Academic Achievements

#### **Bachelor of Arts (B.A.), 3.8 GPA, May 1986**

- ◆ San Francisco State University | San Francisco, CA

## PROFESSIONAL EXPERIENCE

### Vanguard (contract)

#### Sr. Instructional Designer

May – current

- Design and develop all new onboarding courses.
- Update current vPlaybooks into Rise 360 online courses.
- Create scenario-based videos for IIG.
- Create plans and pathways in Degreed (LMS).
- Add interactivity and bells and whistles into F2F presentations.
- Add activities into F2F training.

### Edward Jones (contract)

#### Sr. Instructional Designer

June 2023 – May 2024

- Created Transfers and Rollovers (TRO) final exams.
- Reimagined, redesigned and developed the online version of Order Services Client Relations (OSCR Project – 8 Unit Course).
  - Created design docs with new assets for OSCR.
  - Created sample prototypes for stakeholders.
  - Created storyboards for Vyond videos for OSCR.
  - Created intro video for OSCR using Vyond.
- Created a series of market flashcards for Edward Jones processes and products.

**Key Results:** Working at Edward Jones is kind of like working in a “Back to the Future” role. What I mean by that is a lot of their training materials (actually most of their training materials) are done in Word, PowerPoint and Acrobat. I was brought onboard to help update and move into the 21<sup>st</sup> century using Rise 360 and Storyline 360. I’ve created templates and have updated materials which are used as online resources whether in self-study or classroom environments. The materials that I’ve created have been well received and I’ve gotten good feedback.

### VinFast Auto

#### Manager Instructional Design & Development

January 2022 – January 2023

- Collaborated with SMEs from all departments.
- Researched and hired candidates and contractors.
- Assisted with budget.
- Planned local and global curriculum.
- Managed and developed Aftersales projects from SOW to QA.
- Created Minimum Viable Product (MVP) courses using Rise 360.
- Created Onboarding training for employees companywide.

**Key Results:** VinFast Auto is a start-up in the US. It’s from Vietnam where it is well established but new to the US market. Training for the US, Canada, and Europe did not exist therefore my

primary function was to get courses built quickly and curriculum established. This included onboarding new employees, building a team, hiring vendors, and executing deliverables. The training used blended learning methods which included Workshops, eLearning and Videos.

#### **LifeMD (contract)**

##### **Sr. Instructional Designer and Project Manager**

**August 2021 to January 2022**

- Created online courses for internal clients.
- Created FAQs for the customer support team in Zendesk.
- Wrote scripts for professional patient facing training videos.

**Key Results:** LifeMD is an online medical program where patients can see doctors from their homes. This is a start-up company, so my contribution was to help lift it off the ground floor. Having both the doctor and patient community as my audience, I created systems training to show the doctors how to use the Physician's Portal and supported Sales with materials enabling them to educate patients.

#### **AMN Healthcare (contract)**

##### **Sr. Instructional Designer and Developer**

**March 2021 to August 2021**

- Created online courses for external and internal clients.
- Responsible for Virtual Orientations for external clients and FEMA vaccination competencies.
- Led the team for internal CEU trainings ensuring nursing staff is up to date with their certifications and training.

**Key Results:** AMN Healthcare is a placement agency and places doctors and nurses globally. My contribution was to help them keep up with necessary ongoing continuing education and to help them get placement by ensuring they were certified in their fields.

#### **Kaiser Permanente (contract)**

**January 2021 to March 2021**

##### **Sr. Instructional Designer and Developer**

- Created training materials for the Virtual Medical Center, which included videos, CBTs, Job Aids, ILTs, and a Monthly Newsletter.

**Key Results:** The primary responsibility with Kaiser was to ensure the creation of quality continuing education videos. These videos were created with the Kaiser nursing staff and were used by the Kaiser Telehealth support team to learn how to screen calls for physicians and nurse practitioners.

#### **Southern California Edison (part time contract)**

**March 2018 to June 2021**

##### **Sr. Instructional Designer and Developer**

- Created several system training deliverables which consisted of eLearning, job aids, user guides and instructor led training materials supporting Edison's field operations. These included:

- C3 Application
- CAD Configuration
- RCSM Legal Procedures
- Electrical Service Inspector (ESI) Application
- Centralized Vehicle Solutions Application

**Key Results:** This position was responsible for much of the technical training for SCE. The training supported field inspectors and supervisors for all of southern California. The biggest benefit of the training is that many of the courses instruct field personnel on how to use new applications to help prevent wildfires.

## **CareCredit**

**May 2014 to January 2020**

### **AVP/Manager Instructional Design and Development**

- Managed several sales supporting provider facing projects including:
  - CareCredit Certification Training 3.0.
  - Development of sixteen internal Salesforce system training courses.
  - Supported the onboarding of our sales team using Salesforce.
  - WIIFM Financial Series of Scenario Based Trainings.
  - Fraud Prevention Courses.
  - Researched games and gamification for use in our eLearning.
  - Continually researched and recommended new technologies.
  - Introduced animation and characters in our eLearning.
  - Redesigned Learning Center.
  - KPI quarterly reports for the executive team.
  - Created workflows.

**Key Results:** In this position I supported our Sales team for about six years and managed a team of Instructional Designers. I completed several successful online courses with our external audience of 200k. The results were over 500k successful CareCredit sales certification trainings throughout the US. This increased sales revenue for 2019 by increasing the number of providers offering CareCredit to patients/clients.

## **Kia Motors America (contract)**

**April 2013 to December 2013**

### **Manager Instructional Design & Development**

- Managed multiple projects at Kia Motors including workshops for all car models, T3s and pilot courses.

**Key Results:** This position was responsible for managing the production of online and instructor-led training materials for Sales & Service in North America, which includes over 600 dealerships. Part of my responsibility included ensuring consistent use of blended learning methodologies throughout various projects. Another integral part of this role was managing vendors from beginning to end and serving as the SME for all instructional design projects. I also frequently went into the field to support and oversee (T3) training.

**Carrington Mortgage**  
**April 2012 to April 2013**

**Sr. Instructional Designer/Project Manager/Project Lead**

- Created all training materials for all new ILT & Web Based Training (WBTs), including eLearning, job aids, presentations, on-boarding materials, Supply Chain Management.
- Designed and Developed the Education Portal.

**Key Results:** I enhanced the learning process at Carrington by adding an online presence and creating many eLearning courses. I supported the sales organizations of Carrington: Broker Relationship Managers and Customer Relationship Managers and allowed new and existing sales associates the opportunity to learn at their own pace and in their own time. I also promoted blended learning through online sources.

**Mazda North American Operations (contract)**  
**February 2008 to April 2012**

**Sr. Instructional Systems Designer/Web Designer/Project Manager**

- Created PM Charts and Timelines for Mazda Global Warranty Project (MGWS).
- Created all Instructional Design/Documentation for MGWS the which included:
  - Manuals
  - Presentations
  - Web Based SCORM Compliant Tutorials
  - Help System
  - UAT Test Scripts
  - KPI Reports
- Created the Incentive Compensation Management User Guide, FAQs, and web tutorials, which facilitated sales compensation programs in dealerships throughout North America.
- Created the Advanced Inventory Management (AIM) Help System for Mazda Sales department, which was used to educate dealers on how to keep a consistent and marketable inventory in stock in their dealerships.
- Created numerous online tutorials to assist various departmental groups in learning multiple applications which included:
  - Dealer Incident Portal – a portal for dealers to manage their customer base where incidents were monitored for customer care.
  - eAccessories – these tutorials taught trainers and dealers alike how to create web sites to promote their dealerships.
  - SAP Expense Reports.
- Responsible for web content for Mazda's intranet, Dealer portal and DSM portals. This typically entails promos for the Sales, Marketing, Parts and Accessories departments.
- Created the MEPP Web site (Mazda Extended Protection Plan), which is used in conjunction with the Mazda's CPO Sales.
- Redesigned the HR intranet.

**Key Results:** Developed and maintained effective communications with Dealers and Field Managers supporting all of Mazda's incentive programs, CPO programs, and Global Warranty programs. The purpose was to improve performance through education and job training both locally and globally. 50% of all training was software support via online simulations. Used KPI reports to report out to the CIO and upper management.

## **TECHNICAL SKILLS**

Authoring Tools: Articulate 360 | Captivate 2019 | Google Workspace | Microsoft Office | Acrobat | Canva | ePrezi | Graphic Tools: Snagit and Photoshop | Project Management Tools: Smartsheet, Microsoft Project, Excel, Visio | Learning Management Systems: Knowledge Anywhere, Paychex, Cornerstone, Moodle, Skillport, and Bridge | Methodologies: ADDIE, SAM, Agile | Video Development and Editing: Camtasia 2020, Loom | Animation: Vyond | Meeting Tools: Microsoft Teams, Slack, Zoom, Google Meet, Bug Reporting Tool: JIRA.

## **JOURNAL ARTICLE**

- ◆ **Sargent, B.** (2014). Multicultural Considerations for Curriculum Developers of Online Courses *International Journal of Pedagogy and Course Design*, 4 (4), 31. [IGI Global](#)

## **PROFESSIONAL DEVELOPMENT**

- ◆ Level 1 Instructional Design Certification
- ◆ Microsoft Certified Professional

## **ACCOMPLISHMENTS**

- ◆ President of the MSIDT Alumni Association

*Previous experience available upon request.*