**Kristen L. Mitchell**

**Professional Summary**

Instructional Designer with 7 years of experience creating engaging learning solutions across diverse industries. Adept at transforming complex information into accessible and interactive training content using Articulate Storyline, Camtasia, Adobe Creative Suite, and other industry-leading tools. Proficient in designing and delivering learning programs that enhance engagement and retention, with a strong foundation in adult learning principles and instructional design methodologies like ADDIE and SAM. Experienced in managing multiple projects and collaborating with cross-functional teams to ensure alignment with business objectives. Passionate about leveraging technology and creativity to drive measurable learning outcomes and continuous improvement.

**Professional Experience**

**Senior Training Manager of Design**

**AT&T, AT&T Learning & Development** | March 2020 – Present

* Design and develop interactive eLearning modules using Articulate Storyline and Rise, applying adult learning principles to optimize learner engagement and retention, while aligning content with business goals.
* Conduct needs assessments and collaborate with stakeholders to identify learning objectives and deliver training solutions that improve employee behavior and performance.
* Develop a variety of training materials, including job aids, storyboards, scripts, and self-paced content, utilizing ADDIE and SAM instructional design models.
* Apply creative multimedia solutions, including Vyond and Premiere Pro, to develop engaging video content, driving learner engagement and knowledge retention.
* Manage project timelines and communication, ensuring training projects are delivered on time, while meeting quality standards.
* Decreased development time by 50% by incorporating Artificial Intelligence tools into the content creation process, improving efficiency and reducing costs.

**Key Projects:**

* **L&D Culture Team**: Curated and designed DE&I workshops, creating branding assets such as logos and presentations that enhanced cultural awareness and inclusivity.
* **AT&T Atlanta HR Come Together Team**: Developed a SharePoint site to foster communication, designed flyers, and contributed branding for the team’s community-building efforts.

**Professional Business Manager**

**AT&T, Public Cloud Infrastructure & Technology** | May 2019 – March 2020

* Led client engagement efforts, providing training and communication on cloud strategies, facilitating knowledge transfer across teams.
* Produced instructional video content to explain complex cloud migration processes (Microsoft Azure, AWS), improving clarity and engagement for senior management and technical teams.
* Designed and maintained the AT&T Public Cloud internal website to keep employees informed about cloud transitions, creating a central knowledge hub.

**Sales Program Engagement Lead**

**Cricket Wireless, Training & Communications** | April 2018 – May 2019

* Led the design and development of virtual and instructor-led training programs, incorporating adult learning principles to improve employee performance and enhance workforce education.
* Managed the visual and instructional design of the Intellum-powered LMS, ensuring a cohesive and engaging learning experience.
* Collaborated with AT&T University and SMEs to translate technical content into clear, accessible learning modules for support and sales agents.
* Developed interactive participant guides using Articulate Storyline and Rise, focusing on new-hire training and product knowledge.

**Additional Professional Experience**

**Front-End Web Developer**  
Havertys Furniture, Atlanta, GA | 2015 – 2018

* Designed and developed front-end web pages, ensuring usability and mobile optimization, with a focus on user-centered design principles.

**Technical Advisor**  
Apple, Inc., Remote | 2013 – 2015

* Provided technical support, troubleshooting, and training on Apple products, improving customer satisfaction through effective communication and educational materials.

**Lead Graphic Designer/Store Artist**  
Whole Foods Market, Atlanta, GA | 2011 – 2013

* Developed branding and marketing materials, ensuring visual consistency and alignment with company standards.

**Education**

**Master of Education (M.Ed.) in Learning, Design, and Technology**  
University of Georgia, August 2015 – December 2017

**Bachelor of Science (B.S.) in Mechanical Engineering**  
Clark Atlanta University, May 2003

**Certificates**:

* Certificate in Graphic Design, Portfolio Center, Atlanta, GA (2008)
* Certificate in Foundations of Web Design, Tech Talent South, Atlanta, GA (2014)
* Certificate in User Experience Design, General Assembly, Atlanta, GA (2015)