ERIKA M. FLINDALL, MISD

SENIOR INSTRUCTIONAL DESIGNER / LEARNING EXPERIENCE DESIGNER

c. (647) 999-4495 • eflindall@gmail.com • Erika Flindall, MISD • Portfolio - erikaflindall.com

PROFESSIONAL SUMMARY

Senior Instructional Designer/Learning Experience Designer with a Master of Instructional Systems Development and 20+ years of end-to-end learning design, development, and evaluation experience. Expert at leading needs analyses, defining performance-aligned learning strategy, and designing complete learning journeys for onboarding, leadership, and skills programs—then building them to a polished, production-ready standard in Articulate Storyline and Rise 360. Skilled at facilitating SME content workshops, managing multi-stakeholder review cycles, and presenting program proposals and impact findings to L&D and HR leadership. Applies ADDIE, SAM, and Bloom's Taxonomy throughout every solution; evaluates impact using Kirkpatrick's framework; and leverages AI tools to accelerate content development without sacrificing quality. Driven by a genuine passion for the learning industry and a belief that great training fundamentally changes performance.

CORE COMPETENCIES

Technical

- Articulate Storyline & Rise 360 (Expert)
- Adobe Creative Cloud (Photoshop, Illustrator)
- Vyond | Camtasia | HTML5
- LMS – Configuration: D2L Brightspace, Ultipro HRIS
  – Administration: SuccessFactors, Axonify, D2L Brightspace, Cornerstone, Canvas
- SCORM / xAPI
- AI-Enhanced Development (Claude, ChatGPT, Gemini)

Functional & Methodological

- ADDIE | SAM | Bloom's Taxonomy
- Kirkpatrick Evaluation (L1–L3)
- Needs Analysis & Performance Consulting
- Curriculum Architecture & Learning Journey Design
- SME Train the Trainer (TTT) & Stakeholder Management
- QA Processes & Development Standards
- Script Writing, Storyboarding & Facilitator Guides
- Project Management: Jira, Monday.com, Miro

EDUCATION

Master of Instructional Systems Development (Instructional Design)
University of Maryland, Baltimore County — 2002

Graduate Certificate in Computer-Based Training
University of Maryland, Baltimore County — 2002

Bachelor of Communications
Brock University — 2000

CERTIFICATIONS

- PMP Virtual Preparation — 5-Day Bootcamp (February 2026)
- Foundations of Learning Experience Design, NovoEd (May 2020)
- Articulate Storyline Advanced Actions, LinkedIn Learning (January 2020)

PROFESSIONAL EXPERIENCE

Innovatia *Senior Instructional Designer* Apr 2026-present

Senior Instructional Designer for CIBC

- Responsible for the execution of Courseware Development plans and for the design and development of course material.
- Collaborate with CIBC's Content Development team to identify courseware development requirements and provide professional skill, knowledge, and advice necessary to enable the team to develop course material.
- Ability to convert information and learner needs into performance-based, engaging, and practical training
- Creates design documents and storyboards for digital learning assets for online & ILT formats.
- Superior writing skills: able to write concise, creative, and effective instruction
- Works closely with clients to conduct working sessions and review sessions and to address needs and resolve issues as required.
- Build content that meets CIBC's high accessibility standards
- Collaboration with subject matter experts, clients, managers, and team members

Impact: First course to be delivered in Sept: a fully accessible HPP Mortgage Application Simulation.

Loblaw Companies Limited *Instructional Designer — PC Financial* Oct 2024 – Nov 2025

- Led end-to-end design of Fraud Service Agent (FSA) and Dispute Service Agent (DSA) onboarding programmes; conducted performance needs assessments with SMEs and business stakeholders to define learning strategy, objectives, and success metrics.
- Authored scripts, storyboards, facilitator guides, and knowledge checks aligned to ADDIE and Bloom's Taxonomy; built interactive eLearning in Articulate Storyline and Rise 360 with narration, Photoshop graphics, Vyond animations, and Camtasia screen recordings.
- Published SCORM-compliant modules to Axonify LMS; leveraged AI tools to accelerate assessment generation; applied Kirkpatrick L1–L3 evaluation framework.
- Facilitated SME content workshops, managed stakeholder review cycles, delivered Train-the-Trainer sessions, and owned QA processes across all deliverables; managed project delivery via Monday.com.

Impact: Strengthened learner confidence and role readiness; strong Level 1 feedback on onboarding satisfaction.

Sun Life *Senior Instructional Designer — Operational Learning & Performance* Sept 2023 – July 2024

- Led design and development of the CCaaS (Amazon Connect) learning programme for 200+ customer service agents; conducted needs analyses and defined learning strategy aligned to operational performance goals.
- Authored scripts and storyboards; developed microlearning modules and simulations in Articulate Storyline and Rise 360, supported by Photoshop graphics, Vyond animations, and Camtasia screen recordings.
- Managed SCORM-compliant content publishing on SuccessFactors LMS; led SME workshops, facilitated review cycles, and maintained stakeholder alignment throughout the project lifecycle.
- Delivered Train-the-Trainer sessions; tracked milestones in Jira; evaluated programme impact using Kirkpatrick L1–L3 and reported findings to leadership in executive-ready language.

Impact: Measurably improved agent ramp-up time and productivity post-launch.

Bell Canada *Senior Training Design Specialist — Business Marketing Team* Dec 2022 – Aug 2023

- Led onboarding strategy and learning journey design for the Bell Business Marketing Team (300+ agents across Canada); conducted training needs analyses and facilitated SME and focus-group sessions.
- Designed microlearning, simulations, and comprehensive onboarding curricula; authored facilitator guides, participant workbooks, and multi-level assessments (Kirkpatrick L1–L3).
- Developed SCORM-compliant eLearning in Articulate 360 (Storyline and Rise), Photoshop, and Animate; managed multi-phase QA processes and deployment on Cornerstone LMS.

Impact: 13% reduction in new-hire time-to-productivity.

Softchoice *Senior Instructional Designer — Leadership Excellence Programme Lead* Apr 2021 – Nov 2022

- Directed end-to-end learning design strategy for an enterprise-wide Leadership Excellence Programme; led and mentored a team of five instructional designers, establishing QA standards and development processes across the team.
- Defined leadership competencies and learning architecture; designed multi-modal curriculum spanning ILT/VILT, microlearning, simulations, and a Leadership Hub (Playbook, Train-the-Trainer outlines, facilitator and participant guides).
- Authored scripts, storyboards, facilitator guides, and workbooks; developed eLearning in Articulate Storyline and Rise, Photoshop, Animate, and Camtasia; presented programme proposals and recommendations to L&D and HR leadership.
- Evaluated programme impact using Kirkpatrick L1–L3 and presented findings in executive-ready format; additionally led all content development for the Impact 2022 Leadership Conference (3-day ILT event).

Impact: High leader engagement and outstanding Level 1 results; delivered via SuccessFactors LMS.

Ontario Medical Association *Senior Instructional Designer* Oct 2019 – June 2020

- Conducted job task analyses and learning needs assessments with external SMEs; designed and developed three end-to-end eLearning modules: Legal Essentials for the Physician Employer, Succession Planning, and Winding Down.
- Packaged SCORM-compliant courses for client LMS; owned full QA and evaluation cycle from content workshop through post-launch review.

Workplace Safety and Prevention Services (WSPS)

eLearning Instructional Designer Apr 2018 – Apr 2019

- Designed and built WHMIS 2015 and Workplace Violence & Harassment Awareness modules in Articulate Storyline; reformatted ILT interactions for eLearning delivery while maintaining learner engagement and knowledge retention.
- Managed multi-phase QA processes (ID review and SME review) to ensure accuracy, engagement, and compliance.

LMS Administrator Oct 2014 – Apr 2018

- Configured and administered D2L Brightspace LMS for the JHSC Certification programme; managed course creation, enrollment, compliance tracking, reporting, and system enhancements.
- Handled stakeholder support tickets and maintained documentation for all LMS workflows and processes.

BaseCorp Learning Systems *eLearning Designer, Developer & Project Manager* Dec 2012 – Oct 2014

- Established the Ontario office; conducted needs assessments and designed federal/provincial certification training for associations across Ontario (SCMA, SCMAO, AMO).
- Developed eLearning using Articulate Storyline and Adobe Captivate; managed client relationships, project delivery, and account growth.

Vubiz *Multimedia Developer* Feb 2006 – Dec 2012

- Developed eLearning modules and multimedia training assets; responsibilities spanned module development, instructional design, graphic design, and production of training materials for diverse client organisations.