

# Lisa Shaw

**Learning Experience Designer | Instructional Designer**  
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[LinkedIn](#) | [Portfolio](#)

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## PROFESSIONAL SUMMARY

Learning Experience Designer and instructional design professional with 20+ years of experience creating learner-centered experiences across adult and K–12 settings. Brings strengths in multi-modal learning design, content strategy, learning paths, job aids, and digital learning content, with a strong ability to translate complex information into clear, practical learning experiences. Known for strong writing and editing, stakeholder collaboration, and building learning resources that support performance, retention, and real-world application.

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## CORE SKILLS

Learning experience design • Instructional design • Adult learning principles • Multi-modal learning • Content strategy • Learning paths • Onboarding and advancement learning • Performance support tools (job aids) • Microlearning • Scenario-based learning • E-learning • Instructor-led training (ILT) • Virtual instructor-led training (VILT) • Stakeholder collaboration • SME collaboration • Writing and editing • Project management • Articulate Rise 360 • Articulate Storyline (coursework) • Canva • Google Slides • Microsoft PowerPoint

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## INSTRUCTIONAL DESIGN PROJECTS

### Trauma-Informed Feedback for Managers | Microlearning Module (Articulate Rise 360)

- Designed a self-paced microlearning experience to help adult learners apply constructive feedback strategies in workplace conversations.
- Structured content into focused segments with scenario-based examples and reflective prompts to support retention, practical application, and on-the-job use.
- Built the module in Articulate Rise 360 with clear visual organization, accessible structure, and intuitive navigation.

### The Aware Manager | Performance Support Job Aid (Canva)

- Designed a just-in-time performance support resource to help managers apply trauma-informed communication strategies during real-time workplace conversations.
- Used information chunking, visual hierarchy, and concise language to improve readability and support quick decision-making in the flow of work.
- Created the job aid as a companion resource to reinforce learning and extend application beyond formal instruction.

### Giving Constructive Feedback as a New Manager | Scenario-Based Learning Activity

(Google Slides)

- Designed a scenario-based learning activity to help adult learners practice constructive feedback in realistic management situations.
- Developed prompts and guided reflection questions to support decision-making, practical application, and transfer of learning to real workplace interactions.
- Applied adult learning principles and clear visual structure to support independent learning and engagement.

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## PROFESSIONAL EXPERIENCE

### Levine Music — Director of Adult Programs | Washington, DC | 2004–2010

- Designed and led a large-scale adult learning program, including curriculum planning, learning experiences, and instructional content for older adult learners.
- Developed structured learning offerings in music appreciation, choir participation, and foundational music theory using multi-modal formats, presentations, guided listening activities, and discussion-based instruction.
- Built partnerships with community organizations and instructors to expand participation, align learning offerings with learner needs, and support program delivery.
- Increased enrollment by more than 50% in the first year through targeted program development and outreach; program was later recognized by the National Endowment for the Arts and featured on *CBS Evening News*.

### VIPKID – Contract Teacher & Content Creator | 2017-2021

- Designed and adapted digital learning materials, slide-based content, and multimedia supports to improve learner engagement and comprehension.
- Created structured online learning content using visuals, audio, and interactive elements to support clarity, consistency, and practical learner application.
- Delivered more than 3,300 virtual classes with a 5.0 rating while managing preparation, delivery, and revision of learning materials in a fast-paced online environment.

### Lisa Shaw Voice Studio – Owner & Voice Instructor | 2002-Present

- Designed individualized learning plans and vocal curricula from the ground up for students of varied ages, skill levels, and goals.
- Developed structured lessons, practice materials, and performance preparation resources to support skill development over time.
- Managed all aspects of a private teaching business, including client communication, scheduling, budgeting, marketing, and recital planning.

### Sligo Creek Homeschool Co-op – Volunteer Instructor | 2024-2025

- Designed and delivered standards-aligned lessons in poetry analysis and argument writing for high school learners.
- Created slide-based mini-lessons, teacher guides, and formative checks to support learner engagement and track progress.

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## EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Music (Voice)

**University of Cincinnati, College-Conservatory of Music**

Bachelor of Arts, Vocal Performance

**Virginia Commonwealth University**

**IDOL Courses Academy | 2025–Present**

Instructional Design & eLearning Development Program (*in progress*)

**LinkedIn Learning:** Articulate 360: Interactive Learning; Agile Foundations; Scrum: The Basics

## TOOLS

Articulate Rise 360 • Articulate Storyline (coursework) • Canva • Google Slides • Microsoft PowerPoint • Microsoft Word • Zoom • Canvas LMS • Google Classroom