



RESUME REVAMP: TEACHER TO ID

*A short guide to rebranding
yourself for the instructional
design job search*



Top ID Job Skills

Rank your ability with each of these in-demand job skills for instructional designers and elearning specialists.

SKILL	1	2	3	4	5
Design and develop curriculum/training programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaborate with Subject Matter Experts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop storyboards for elearning, video, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop multimedia (e.g., video) and eLearning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create practice activities and assessments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluate learning experiences/ courses/programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicate effectively/ manage learning projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrate knowledge of trends in learning and edtech	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Emphasize the things you're good at and develop the rest over the course of your career.

Transform

You may have teaching skills, but ID work is not teaching. You can't engage students by connecting with them, and you're no longer the expert.

Focus on results and impact instead of job tasks.

INSTEAD OF THIS...

Taught XYZ.

Worked on faculty development project.

Created lesson plans.

...SAY THIS

Designed, developed, and facilitated the curriculum for [XYZ], resulting in [#] students successfully meeting the requirements for completion of grade [#].

Implemented faculty development initiative that helped [#] faculty members improve [XYZ].

Customized over 497 practice activities that increased engagement by [#]% while also fostering digital literacy skill development.

Show, Don't Tell

Businesses-- even universities and nonprofits-- care about return on investment. Don't just tell them what you can do, though. Show that you get results.

RESULTS



**Increased
Revenue**



**Reduced
Cost**



**Improved
Service**

SHOW THEM WITH



**SPECIFIC
NUMBERS**



PERCENTAGES



CASE STUDIES



**QUOTES &
TESTIMONIALS**

Phrase Bank

See how common teaching terms can be aligned with common instructional design terms.

TEACH

- Lead
- Engage
- Facilitate instructor-led training

PLAN LESSONS

- Develop course materials
- Design activities that facilitate learning
- Strategize ways to meet learning goals
- Differentiate learning

CURRICULUM

- Analyze the needs of the learner and develop curriculum in accordance with regulatory standards
- Design learning that engages learners of different abilities, skill levels, and interests

GRADE

- Develop evaluation criteria, such as rubrics and standards
- Evaluate student success based on XX metrics
- Implement changes to curriculum based on student performance

DEVELOP PD

- Implement adult learning principals to upskill colleagues

Know Your Audience

Each job may need a different resume. Write to the job description key words. Keep company culture in mind, and mirror the tone of the job description (if they're super enthusiastic and friendly, don't go dry professional). On the next few pages, you'll find examples of real job descriptions. Note the differences and consider how you'd tailor your resume/cover letter/LinkedIn page for the role.

1

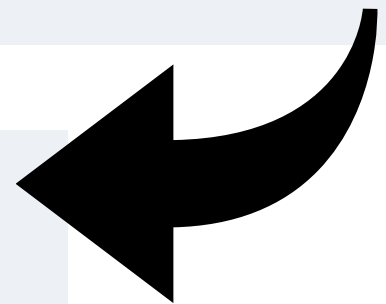
Corporate, but with an Education Focus

- Design **learning content and assessment materials** for XYZ programs
- **Manage subject matter experts** to produce learning content **on time and on budget**
- Review and provide **feedback** on learning content written by others
- Monitor and address student and educator **feedback** on learning content
- Use XYZ's custom learning platform to **publish and manage content**
- **Design new programs** with **research-supported approaches** to instructional design

What Would I Do?

This company has kept it short and sweet, but it's obvious they're looking for someone who can design and develop great instructional materials, understands business need (time and budget), and takes an evidence-based approach to design.

- Emphasize your ability to create content when you're not the expert.
- Show that you can meet deadlines.
- Discuss the best practices and theories that guide your instructional design.



Know Your Audience

2

Higher Ed

- Utilizes the **ADDIE model** of course development-from participating in the initial needs assessment through the design, development, rollout, and review of evaluation summaries for all finished courses.
- **Transfers** existing in-person course content to the appropriate **online platform** as needed, and **provides assistance to colleagues seeking the use of instructional technology** to enhance teaching and learning.
- Follows standard procedures and techniques to complete content work.
- **Collaborates** with other team leads to develop project plans that ensure work is consistent with the mission and goals of IFF, and meets client deliverables as projected.
- **Exhibits extensive knowledge** of relevant technologies and the principles and theories of adult learning.
- **Provides ongoing research and review of data** to remain current on strategies and trends in learning technology.

What Would I Do?

All Higher Ed institutions are worried about two things: student outcomes and student retention. Show how your learning experiences can help to drive those forward. Note that this post uses the word "transfer," which sounds a lot to me like you'll be taking other people's curriculum and putting them online. You may have less design agency than you would in a corporate role.

- Use the word ADDIE somewhere. The applicant tracking system (ATS) will likely scan for it.
- Discuss your ability to work well with colleagues.
- Show of your tech knowledge. List the tech skills you have on your resume. Camtasia Pro? -- better say it.

Know Your Audience

3

Corporate L&D

- **Own** assessment, design, development and maintenance of business critical learning programs.
- **Report to business leaders** monthly on the status of programs including: delivered projects, success metrics, work in progress and new requests.
- **Create and continuously improve** learning programs (elearning, videos, just-in-time performance support development, ILT).
- **Continually evaluate** solutions for freshness, quality, business impact and scalability.
- Pursue a deep **understanding of HR business goals** and learner roles to ensure that learning solutions meet the needs of stakeholders and end users.
- Maintain **knowledge of new learning approaches, technology and tools** through continuous research to ensure our solutions deliver innovation.
- Contribute to the development and implementation of **team templates, learning models and overall best practices**.
- Participate in a community of HR administration subject matter experts across the organization to share best practices and identify emerging learning needs.
- **Develop assessment instruments** to measure learner acceptance, comprehension, and application of processes and systems knowledge.

What Would I Do?

The biggest takeaway from this post is that they want someone who can manage all facets of instructional design. The fact that they use the word "own" means they're likely to give you a lot of agency but also a lot of responsibility.

- Point out your project management experience. How do you keep up with lots of moving parts? How do you motivate people to get things done?
- Show you can talk to the C-suite. Use business-friendly terms. You can talk about times when you've had to negotiate with admin or the board.
- Talk about how you contributed to your department's processes and best practices.

Know Your Audience

4

L&D Company / Training Company

- **Partnering with client subject matter experts (SMEs)** from kickoff to project completion to create high-quality custom courses for their learner population
- **Determining course content** with SME input and **advising** on learner experience
- **Structuring content** to increase retention, engagement, and learner experience
- Creating activities that help learners **meet course objectives** and **yield meaningful analytics**
- Ensuring course leverages sound instructional design and compelling visuals
- **Collaborating with team members** to ensure **timely delivery** of courseware

What Would I Do?

In many ways, this is like the Corporate L&D post, except they use language that suggests they want someone who can be customer-service focused (partner, collaborate, advise). You'll be taking a consultant-like approach to the role of instructional designer. The other big key is the focus on meaningful analytics."

- Discuss times that you've supported others in their design and development of quality instruction. For example, you may have been asked to create faculty development content based on new school policy or mentored a junior faculty member, helping to share their curriculum.
- Emphasize the impact and purpose of your assessments.
- Demonstrate your ability to create "meaningful analytics." Did you design an assessment? Did you complete a faculty research project based on a study you designed? Those are good things to discuss.

Know Your Audience

5

Upwork Gig

- **Design blended learning courses**, using creative, innovative and evidence-based approaches and **works with subject-matter experts** to develop dynamic learning sessions and programs for in-person and virtual courses and sessions.
- **Conduct learning assessments** including research, document reviews, telephone interviews, and focus groups.
- Design and develop curriculum for **instructor-led training**.
- **Develop storyboards** for e-tools, e-learning courses, and videos.
- Designs and delivers **virtual and in-person learning events**.
- **Support clients** in learning program strategies and design.
- Design and develop **instructional/educational courses** and **performance support** tools in adherence with any provided documentation standards.
- **Facilitates and/or participates in** train-the-trainer, pilot sessions, and course overviews, as necessary.
- **Supports the development of business proposals** designed to grow training business and contributes to project growth by seeking opportunities to expand existing work.
- **Work with clients to establish project goals** and establish corresponding methods to measure desired behavior changes

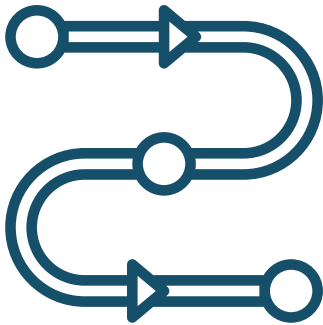
What Would I Do?

Run! Just kidding. But I would note that this potential Client has a large wishlist. They want someone who can design, develop, facilitate, work on proposals, and work with clients. Don't underprice yourself and set expectations early, and this could be a great project.

- Highlight your ability to design curriculum, activities, and assessments for both synchronous and asynchronous virtual delivery, as well as face-to-face instructor-led training (ILT).
- Demonstrate your ability to evaluate the effectiveness of the learning experiences you design. If you've helped to evaluate other educators, you can also discuss that.
- Talk about any experience you have writing proposals or grants.

Speak ID

These are some good-to-know terms for navigating the ID landscape.



ADDIE

An acronym for Analysis - Design - Develop - Implement - Evaluate. This is a common "model" for the instructional design process.



Adult Learning Principles

Malcolm Knowles was responsible for giving us adult learning principles, distinguishing some (theoretical) differences from child learners. There are 6, but essentially, they boil down to: remember adults have experience, want to solve problems, and want learning to be immediately relevant.



LXP - Learning Experience Platform

If you've been in education, you've likely heard of a LMS (Learning Management System). LXPs are basically next-gen LMSs. They are supposed to emphasize more personalized learning experiences and social learning than traditional LMSs. Docebo, Degreed, and Cornerstone are popular LXPs.



Subject Matter Expert (SME)

As an instructional designer, you're the learning expert, but it's rare that you'll also be the person who knows the subject matter. You'll often collaborate with a SME (might even hear it pronounced "smee") to source the information you need to develop learning experiences and to make sure all of your content is accurate.

Speak Biz

These are some good-to-know terms for navigating the business arena.



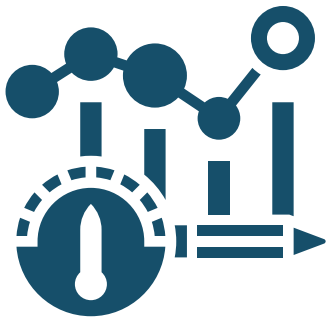
B2B - Business to Business

B2B means the company is selling their services or products to other businesses, rather than individuals. For example, a training company may sell courses for other organizations to purchase. This is a popular solution for compliance training.



B2C - Business to Consumer

The business sells its services and products to consumers. If you've purchased an online course to improve your personal skills, you've purchased a B2C product.



KPI - Key Performance Indicator

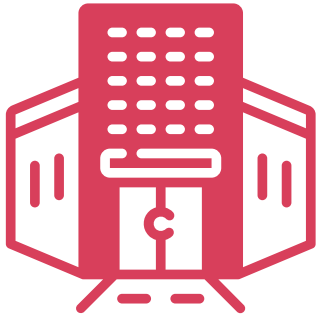
These are performance criteria that the company/department uses to judge success. For example, a company might want to see 300 new clients signed per year or a 20% reduction in time to close a sale.



ROI - Return on Investment

This is what every company wants to see when they spend money, time, or other resources. They want to know that they will get something back. It doesn't always have to be financial, but to be good at business, you have to be able to show that there has been a return.

Speak Biz



Enterprise

Businesses of over 1000 people are considered enterprise. They can be national or global.



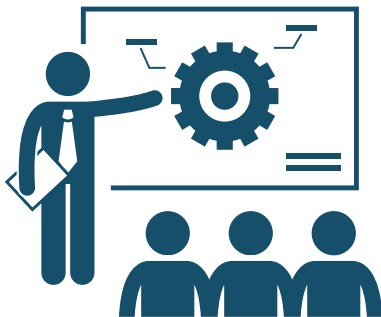
SMB - Small to Medium Business

These are businesses that are less than 1000 employees (less than 100 for small). They operate a bit differently than a large corporation, and they don't always have to follow the same regulations.



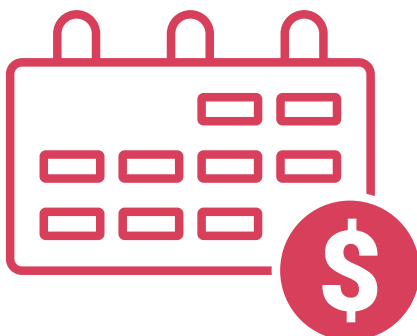
C-Suite

The C-Suite is a term for the highest executives in the company. C represents the C in Chief, includes roles like Chief Executive Officer (CEO), Chief Operating Officer (COO), and Chief Technology Officer (CTO). Different companies may have different Cs in their C-Suite.



L&D - Learning & Development

This term describes workplace learning and professional development for employees. Sometimes, it refers to the field and sometimes to a department. It can include folks like Chief Learning Officers, Trainers, LMS Administrators, Instructional Designers, and Learning Analysts.



Q1, Q2, Q3, Q4

Businesses operate in fiscal quarters. Q1 could be the first three months of the year or just the first quarter of their fiscal year. If financial data is a key part of your training evaluation, you'll need to know the span of those quarters.

Beat the Competition

Grow your competitive advantage by developing skills and portfolio materials that you can use to snag your next instructional design role.

The Upskill Experience offers live online workshops and self-paced online courses for developing instructional designers who want to learn practice skills that will help them improve their craft and grow their careers.

Check out fan favorites like Scripting Voiceover for Video, Needs Analysis 101, and Storytelling for eLearning. All priced under \$100.

Start Upskilling Now



www.upskillexperience.com

Want to Freelance?

The Freelance ID, eLearning Developer, and LXDs group is a great place to network with fellow Learning Pro freelancers and those interested in freelancing. You'll find goodies like:

- Brand development strategies
- Motivational tools
- Resources for freelancers

and much more

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