

Monique Cleveland

Instructional Designer

Email: moniqueclevelanddesign@gmail.com Phone: (919) 904-8541

Website: <https://moniquecleveland.design/>

Instructional Designer | Learning Experience Specialist

I create data-driven, performance-focused learning solutions that empower users and improve organizational outcomes. With expertise in adult learning theory, multimedia design, and UX, I craft engaging training experiences across digital and instructor-led formats. I collaborate cross-functionally to conduct needs analyses, align training with business goals, and measure impact through feedback and analytics.

Skills

Instructional Design: Articulate Storyline, Rise, Adobe Captivate

Visual Design: Photoshop, Illustrator, Adobe XD, Canva, Vyond Animation

UX & Prototyping: Figma, Google UX Certification

Delivery Formats: eLearning, Video, ILT/VILT, Job Aids, Infographics

Tools: Google Workspace, Microsoft Office

Voiceover & Self-Narration

Education

M.Ed. in Learning Design & Technology (Training & Development)

University of North Carolina at Charlotte

Google UX Design Certificate

Art Education Licensure K-12 – East Carolina University

B.A. in Art & Design – North Carolina State University

Experience

Victra – Instructional Designer

Raleigh, NC | May – Oct 2025

- Conducted needs analysis with SMEs and stakeholders to design performance-based training solutions for national field teams.
- Developed scenario-based eLearning and interactive simulations using **Articulate Storyline** to address operational knowledge gaps.
- Created go-to-market learning assets for product launches and promotions, improving time-to-competency.
- Led virtual “Train the Trainer” sessions, aligning content delivery with internal communication strategies.
- Designed infographics, video explainers, and microlearning assets to support just-in-time learning and knowledge retention.
- Measured training effectiveness using surveys, learner feedback, and usage analytics to inform iterative improvements.

eParamus – Instructional Design Intern

Raleigh, NC | Jan – May 2025

- Applied **Measurable Instructional Design (MID)** methodology to create performance-aligned learning interventions.
- Built a multi-module training program in the IMPACT platform, incorporating pre-, post-, and transfer-level assessments.

- Developed responsive eLearning modules in **Articulate Rise**, supporting user adoption of internal systems.

UNC Charlotte – Instructional Design Intern

Charlotte, NC | May – Aug 2024

- Partnered with cross-functional stakeholders to conduct needs analysis and develop a digital training experience for parental leave policies.
- Created accessible, mobile-responsive eLearning in **Rise** and animated explainers in **Vyond**, boosting policy awareness and compliance.

NC Department of Public Instruction – Standards Writing Team

Remote | Jul 2021 – Jul 2023

- Collaborated with educators and policymakers to revise K–12 arts standards, aligning content with educational trends and user needs.
- Led design and rollout planning for new curriculum frameworks with a focus on usability and performance outcomes.

Wake County Public Schools – Visual Arts Instructor

Raleigh, NC | Aug 2012 – May 2025

- Developed differentiated instruction using multimedia and learner-centered design principles.
- Created performance-based assessments, job aids, and visual resources to improve student engagement and mastery.

Specialist Team Lead

Aug 2023 – May 2025

- Coached educators on instructional design strategies grounded in data analysis and learner performance.
- Facilitated cross-functional planning to align instructional goals and district-wide initiatives.

Awards & Recognition

- Featured in *The Design Network: "Commissioned – A Fusion in Floral"*
- Diane Kent Parker First-Year Teacher of the Year
- 3rd Place – NC State Fair (Painting & Photography)