

TRACY FOSTER

Senior Instructional Designer

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SUMMARY

- Transforms mandatory trainings into engaging learning experiences that spark voluntary participation and genuine curiosity.
- Blends AI-powered tools with human-centered design to cut time-to-proficiency by 25% through a practice-first approach.
- Creates memorable learning moments where complexity becomes clarity, directly supporting key business metrics and ROI.

EXPERIENCE

Senior Instructional Designer

Intuit, Remote | Contractor through Magnit | December 2023-Present

Fortune 500 company and leading financial software provider serving millions of customers globally. Role involves designing and developing eLearning courses and instructor-led training materials for customer-facing Experts.

- Pioneer AI-powered learning solutions, engineering GenAI prompts for storyboard creation, implementing AI translation training, and championing AI literacy across teams, reducing course development from 4 weeks to 1 day and saving 40 hours monthly
- Design and develop eLearning content for TurboTax and QuickBooks serving 12,000+ global Experts, applying adult learning principles to accelerate new tool adoption
- Create multimedia assets including AI-generated videos and interactive simulations, accelerating media development from 5 days to 1 day while ensuring platform consistency
- Manage end-to-end eLearning development across multiple concurrent projects, maintaining 100% on-time delivery in a fast-paced environment
- Partner with cross-functional teams and SMEs to conduct needs assessments and establish quality standards, reducing revision cycles by 35%
- Lead peer review process for WCAG accessibility, design consistency, instructional alignment, and performance-based learning outcomes across all deliverables

Education & Family Sabbatical

Career Break | 2019-2023

Balanced time to caregiving while advancing professional expertise through graduate education and strategic skill development.

- Dedicated time to providing care for a family member requiring full-time support
- Earned MBA in leadership and data analytics, applying business intelligence methods to optimize learning strategies and quantify instructional design impact

Instructional Designer

Allen ISD, Allen, Texas | 2013-2019

Large school district supporting thousands of students and staff. Led learning initiatives for educators and staff.

- Integrated adult learning principles in scenario-based simulations, achieving 100% completion rates and measurable performance gains

- Developed targeted microlearning addressing performance gaps, integrating follow-up coaching that resulted in 23% improvement in job performance ratings
- Designed and facilitated comprehensive blended onboarding program using instructor-led trainings, small group coaching, and eLearning, reducing time-to-proficiency by 17%
- Partnered with senior leadership to conduct systematic needs analyses, establishing measurable KPIs that aligned learning initiatives with district strategic objectives

Principal

Community Independent School District, Nevada, Texas | 2010-2013

K-4 elementary campus with 500+ students and 70+ staff. Led professional learning for staff through personalized learning experiences based on needs assessment data.

- Transformed onboarding through instructor-led trainings and mentor-mentee partnerships, resulting in a 32% increase in employee retention
- Developed and facilitated differentiated professional development pathways resulting in 22% improvement in instructional effectiveness measures
- Designed and implemented a comprehensive data analytics framework for tracking learner progress, integrating multiple feedback channels that informed iterative training improvements
- Facilitated regular learning analytics reviews to identify knowledge gaps; developed personalized learning paths that addressed specific performance challenges

CORE COMPETENCIES

- **Design & Authoring Tools:** Articulate 360, Adobe Creative Suite, Camtasia, Figma, Vyond, Adobe Captivate, 7taps, Snagit, Visio, Canva Pro
- **Learning Platforms & Systems:** Docebo LMS, xAPI, learning experience platforms
- **AI & Generative Tools:** ChatGPT, Claude 3.7 Sonnet, Synthesia, Well Said Labs, Firefly, Descript, Gemini, Writer, LLM prompt frameworks, prompt engineering
- **Design Process & Methods:** LXD, design thinking, ADDIE, SAM, adult learning principles, accessibility compliance (WCAG), rapid prototyping, storyboarding, microlearning design, storytelling, inclusive design principles
- **Project & Strategy:** Stakeholder engagement, cross-functional collaboration, strategic planning, Miro, Google Workspace, Jira, change management, ROI measurement
- **Data & Analytics:** Tableau, learning analytics dashboards, Qualtrics, Google Forms

EDUCATION

Lamar University, Beaumont, Texas

MBA, Leadership and Data Analytics

Lamar University, Beaumont, Texas

MEd, Educational Leadership and Administration

University of North Texas, Denton, Texas

BS, Interdisciplinary Studies/Elementary Education