

AMY GOLDBERG . learning design

needs assessment . content analysis . design documentation
interactive design . creative themes . games . scenarios & real-life learning
storyboarding . audio scripting . technical writing . assessment & evaluation
rapid development (Storyline, Captivate, etc.) . graphical information design
training & presentation materials . job aids & support

amygoldberg.net

 [linkedin.com/in/amyid](https://www.linkedin.com/in/amyid)

amygoldberg@gmail.com

323.717.7655

Summary

Contributions that incorporate:

- Collaborative leadership in new eLearning initiatives
- Productive partnering with SME's, stakeholders, and multimedia whizzes in virtual and face-to-face settings
- Applied enthusiasm for creative, custom approaches
- Practical solutions for a diverse variety of organizations, audiences, and delivery systems
- Renovation of complex content and fuzzy processes into focused objectives, consumable learning, and behavioral change


Learning designed for:

- Engineers hosting gaming platforms
- Disaster response teams responding to emergency calls
- Insurance agents navigating new systems
- Seniors, teenagers and fleet members evaluating their driving skills
- Sandwich makers prepping their space
- Doctors discussing obesity with their patients
- Behaviorally-challenged kids traversing the community
- Soda bottlers testing carbonation levels
- Equipment manufacturers meeting compliance requirements
- Financial regulators interpreting SEC rules
- Many other people making distinct, daily decisions

Clients include:

- AARP
- American Red Cross
- Arbor Scientia
- Armstrong Technology
- Autodesk
- Cardinal Health
- College of Westchester
- Enforsys Institute of Law Enforcement
- FINRA
- General Electric
- Merck
- National University
- Pacific College of Oriental Medicine
- PepsiCo
- Progressive Insurance
- Rady School of Management, UCSD
- San Diego Department of Health and Human Services
- San Diego State University
- Sony Playstation
- Stepan
- Togo's
- Trinchero Family Estates
- U.S. Department of Housing
- Weight Watchers

Timeline (degrees & long-term positions)

- 1996** **B.A. Psychology & Sociology**
University of California, Irvine
- 1998–** **Special Ed Teacher**
2002 Tobinworld, Los Angeles
- 2003–** **Multimedia Assistant**
2004 (student position, SDSU)
Instructional Technology Services
- 2005** **M.A. Educational Technology** 
San Diego State University
- 2004–** **Instructional Designer**
2010 Learning Evolution
(intern → full-time → consulting)
- 2006–** **Instructional Designer/Developer**
2007 Countrywide (contract)
- 2008–** **Senior Instructional Designer**
2010 eHigherEducation
- 2010–** **Senior Instructional Designer**
2012 Spectrum Pacific Learning
- 2012–** **Instructional Designer**
2013 Sony Playstation (contract)
- 2014–** **Senior Instructional Designer**
2017 eDriving
- 2017–** **Instructional Designer/Developer**
now FINRA (contract)