Cheryl Sarafin

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SKILLS

Needs Analysis
Lesson/Assessment Creation
Evaluate and Revise Training
Best Practices Research
Standards Alignment
Learning Theories
Project Management
Writing/Editing/Proofreading
Storyboarding/Slide Decks
UDL/UX
WCAG/ADA
ADDIE/Gagne's 9 Events
Bloom's Taxonomy/DOK
Kirkpatrick Model

SOFTWARE

Learning Management Systems
eLearning Authoring Tools
Affinity Designer
Adobe Products
Camtasia
Articulate Storyline
Office/PowerPoint/Visio
Snagit
SaaS
HTML/CSS
WordPress
Slack
Trello

EDUCATION

M.S. Instructional Design Technology
Southern New Hampshire University

B.A. English
Purdue University

EXPERIENCE

Instructional Designer

MobyMax – Fully Remote • 2016 – 2025

- Meet or exceed workflow and project completion expectations
- Create, edit and revise eLearning lessons and assessments
- Conduct quality assurance and user testing
- Use feedback to improve learning
- Design and select multimedia to enhance learning
- Write scripts for voice narration
- Collaborate with a distributed team of editors and SMEs

Business Development/RFP Team

MobyMax – Fully Remote • 2022 – 2025

- Collaborate with IT and Sales to increase business proposal acceptance
- Streamlined proposal tracking process
- Understand and respond to stakeholder concerns
- Complete vendor forms and data security agreements

Owner/Website Designer

CMS Design Studio – Valparaiso, IN • 2000 - 2017

- Conduct needs assessments to meet goals
- Develop training materials for site maintenance
- Create website content and graphics
- Grow long-term relationships with 20+ clients

Desktop Publications/Communications

Eagle Services Corp. - Valparaiso, IN • 1994 – 2017

- Collaborate with IT, Accounting, HR, and Sales to create training and safety materials, marketing, and internal publications
- Reduced expenses by simplifying design of printed marketing materials
- Reduced waste by creating custom materials on an as-needed basis
- Increased usability of intranet through improved navigation and mobile-friendly design

Electronic Communications Coordinator

NiSource Inc. - Merrillville, IN • 1998 – 2000

- Develop web content and graphics guidelines for department staff
- Maintain internet and intranet websites
- Provide proofreading and support to graphic design staff for printed corporate communications