

Talisa Chelick

Instructional Designer & Learning Designer

Open to contract, freelance and full-time roles · Remote

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impactlearning.dev

PROFILE

Instructional designer with six years of end-to-end experience creating learning for corporate, public sector, post-secondary and nonprofit clients, including senior work with a learning design agency. I start with needs analysis and the real performance gap, design with adult learning principles and evidence-based practice, and evaluate results with Kirkpatrick and learner data. Known for scenario-based, accessible (WCAG 2.2 AA) learning and clear, reliable communication with clients and SMEs.

CORE SKILLS

Analysis & strategy	Needs and performance analysis, Action Mapping, learning strategy, SME interviews, stakeholder consultation, deciding when a course is (and isn't) the answer
Instructional design	ADDIE, backward design and Bloom's taxonomy, measurable objectives, design documents and storyboards, scenario-based and branching design, microlearning, blended learning, job aids and performance support, curriculum development
Learning science	Adult learning principles (Knowles), cognitive load and Mayer's multimedia principles, Gagné's Nine Events, Merrill's First Principles, retrieval and spaced practice
Evaluation	Kirkpatrick Levels 1 to 4, evaluation plans, LMS data and learning analytics, pilot and usability testing, iterative improvement
Accessibility	WCAG 2.2 AA and AODA, custom focus order, keyboard and NVDA screen reader testing, alt text, captions and transcripts
Tools	Articulate Storyline 360 and Rise 360, H5P, LMS platforms, Canva, video and motion graphics, AI-assisted workflows

EXPERIENCE

Senior Instructional Designer

The Learning Designers

2020 to present

Contract · Remote

Senior designer on 50+ projects for the agency's clients, from single modules to multi-course programs, for corporate teams, healthcare and regulated industries, public sector organizations, students and educators, and frontline and operations staff.

- Own projects end to end: discovery with clients and SMEs, design documents and storyboards, Storyline and Rise builds, and final QA before handover.
- Run client review cycles across multiple stakeholders, consolidating feedback, keeping versions straight and holding deadlines.
- Review other designers' work for instructional quality, accessibility and consistency with the client's style.
- Design for accessibility from the storyboard on: WCAG 2.2 AA and AODA, custom focus order, captions and transcripts, keyboard and NVDA testing.
- Flagship project, AI Foundations: led an evergreen, 20-minute AI literacy course for all staff at a Canadian pension and investment organization, from consultation through Rise 360 build and two motion graphics videos. Discovery questions surfaced overlap with an existing course and brought the client's governance team in as reviewers. AI in the workflow cut development time by about 30%, and the course rolled out organization-wide.

Instructional Designer & Learning Designer

ImpactLearning (freelance)

Jan 2020 to present

Remote

Direct client work for corporate teams, small businesses, nonprofits, government-supported services and post-secondary institutions across healthcare, finance, tech and education.

- Run the full cycle solo: needs analysis, a recommendation on what will actually fix the gap, design, build, QA and evaluation.
- Deliver more than courses: training manuals, job aids, storyboards, curricula and video, chosen to fit the need and the budget.
- Use learner data to improve what I build. When learners weren't reviewing key reference documents, I turned them into short activities tied to their daily work.
- Flagship project, Campus Explorer: designed, illustrated and built a gamified Storyline course for a government-supported post-secondary planning service, rebuilding every drag-and-drop activity as an accessible selection-based interaction, tested by keyboard and NVDA to WCAG 2.2 AA.
- Manage several concurrent projects on time and on budget, with clear, regular communication that clients consistently call out.

Curriculum Consultant

Sep 2021 to Sep 2022

YepBravo

- Developed curricula and lesson plans tailored to specific learner needs and objectives.
- Taught classes using the curricula I designed, seeing first-hand how learners engaged with the content.
- Tested courses with students, then revised lessons and activities based on where they struggled and what helped them learn.
- Researched industry trends and best practices to keep instructional material current.

SELECTED PROJECTS

Mental Health at Work	Storyline 360 branching scenario. Learners work through realistic conversations with a struggling colleague, with choices that change the conversation and empathy-based feedback on every path.
Conflict Management	Five-unit corporate storyboard covering communication styles, personality clashes, competition for resources, cultural differences and remote-work conflict.
The Art of Communication	Rise 360 course for entrepreneurs, structured as four outcome-driven modules with real-world application.
Job aid and evaluation samples	A one-page prompt-writing quick reference and a four-level Kirkpatrick evaluation plan, available at impactlearning.dev .

EDUCATION

- **Graduate Degree, Distance Education Technology**, Athabasca University
- **Undergraduate Degree, Global and Development Studies**, University of Alberta

CERTIFICATES

- IAAP Continuing Accessibility Education Credits (CAECs)
- Joining Forces with Your Brain, Lauren Waldman
- Google UX Design Professional Certificate
- CELTA (Certificate in Teaching English to Speakers of Other Languages)

Portfolio. Case studies, a playable course demo and downloadable samples: impactlearning.dev