

# Kay Banks

**Educator • Instructional Designer • Learning Experience Designer • Training Specialist**  
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## PROFESSIONAL SUMMARY

Skilled in instructor-led training, e-learning, and blended learning. Emphasis in design and development of trainings and curriculums using proven adult learning theories and principles, with a focus on implementation and evaluation. Experienced in creating instructional and non-instructional learning interventions, analysis, assessments and evaluation tool development. *Core Competencies include:* ADDIE, SAM, ILT, VILT, Adobe Illustrator, Articulate 360 (RISE), Canva, Video Animation (Vyond), AI Video (HeyGen, Synthesia) LMS

## RELEVANT EXPERIENCE

### **Johnson & Johnson**, Remote

*Instructional Designer, 9/2023 - Present (Contract)*

Designed and developed digital learning content for internal field sales representatives and healthcare professionals in the orthopedic sector, with a focus on digital surgery. Created new training materials to support ongoing education on the digital surgery platform, while enhancing existing resources for improved engagement and usability. Collaborated closely with technical, clinical, and marketing subject matter experts (SMEs) to ensure high-quality and effective learning solutions.

### **Zendesk**, Remote

*Lead Instructional Designer, 3/2022 - Present*

Develop training and instructional content for a global sales audience. Work with the Enablement team and cross functional, customer-focused teams to ensure consistency among learning materials. Manage the LMS, including the migration of learning materials and the assigning of training to identified users. Deliverables include instructor-led training, web based training with video integration and on-demand courses delivered via an internal LMS.

- Developed a comprehensive global training program to support sales agents in adapting to new systems during a company-wide acquisition.
- Spearheaded the implementation of the go-to-market (GTM) learning development process during our transition to a new internal software system.

### **Clearlink**, Salt Lake City, Utah

*Sr. Instructional Designer, 1/2020 - 1/2022*

Design, develop and implement training material within an internal Learning Management System. Create graphics designed for the training of new hires and on-going training of corporate employees. Utilize all forms of media for needed elearn components (video, animation, custom graphics and infographics). Lead project management for individual and team projects.

- Appointed to the Future Leaders of Clearlink class within 1st year
- Diversity and Inclusion Committee - created graphics for updates, newsletters and company website

### **American Heritage Worldwide of American Heritage Schools, Inc.**, American Fork, Utah

*Instructional Designer, 10/2019 - 5/2023 (Contract, Part-Time)*

Oversee Learning Management System for international online institution. Strategize and develop updates and edits to course material and assignments. Refine concept, and maintain curriculum strategy for student-centered components of online courses.

### **University of Alabama at Birmingham**, Birmingham, Alabama

*Education Coordinator, 04/2017 - 11/2019*

Coordinate the educational program for the Surgery Clerkship at the University of Alabama School of Medicine. Maintain records and schedules, and manage duties related to clerkships, residents, medical students, and fellows. Create instructional materials and conduct orientation training. Communicate effectively with students and administration regarding clerkship processes, and oversee course registration, grade postings, and enrollment verification.

- Upgraded student evaluation process by redesigning online format for effectiveness
- Improved functionality of clerkship website and database

## EDUCATION

BS - Education, (2010), Brigham Young University, Provo, Utah

MS- Instructional Design and Development (2019), University of Alabama at Birmingham, Birmingham, Alabama