

---

# FARRAH WEBB

INSTRUCTIONAL DESIGNER

---



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



[farrahwebb.com](https://www.farahwebb.com)



[farahrwebb@gmail.com](mailto:farahrwebb@gmail.com)

## TOOLS

Storyline  
Rise  
Illustrator  
InDesign  
Photoshop  
Audition  
Premiere Pro  
After Effects  
Vyond

## SKILLS

Needs Analysis  
Script Writing  
Design Strategy  
Scenario-based Learning  
Learner Engagement  
Graphic Design  
Voiceover  
Audio Editing  
Video Editing  
Motion Graphics  
Project Management

## EDUCATION

### ***M.S.Ed. in Instructional Systems Technology***

Indiana University / December 2020

### ***Bachelor of Arts in Communication***

Indiana University / December 2011

## EXPERIENCE

### ***Instructional Designer***

Atlassian, Remote

July 2022 - Present

- Manages input from multiple stakeholders; providing potential solutions when there is uncertainty and facilitates decision-makings.
- Ensures that initiatives are measurable in terms of improving the capabilities of sellers and creating learning experiences.
- Designs and develops enablement for both direct sales and partners
- Assigns trainings to various sub-teams, supervises completion rates, and pulls reports for leadership.

### ***Instructional Designer***

ServiceNow, Remote

March 2021- July 2022

- Designed and developed sales enablement including eLearning assets, video, script writing, instructor-led trainings, job aids, guides, voice-over, and graphic design.
- Consulted with Global Programs, Digital Sales, and subject matter experts to work towards a strategic alignment of information, tools, and collateral that support all sales activities.
- Managed the end-to-end design and development of learning programs from concept through implementation and quality control.

### ***eLearning/Graphic Designer***

Texas Roadhouse Support Center, Louisville KY

February 2018 - March 2021

- Conducted needs assessments/analysis to validate training needs.
- Worked closely with subject matter experts, including cross-departmental teams, to develop content.
- Managed the end-to-end design and development of learning programs from concept through implementation and quality control.
- Designed and developed multi-media assets and training tools including image manipulation, illustration, animation, audio and video for eLearning courses, print, presentation and web.
- Published content to LMS using SCORM and Tin Can; assessed content through LMS reporting.