

Synthia Clark

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Summary

I am an audience-focused instructional designer with extensive communication skills in message design and desktop publishing. My goal is to have a career focused on facilitating adult learning, specifically in creating needs-based learning opportunities for professional development.

Education

University of Tennessee, Knoxville **08/2012–08/2018**

- MS in Education with a concentration in Instructional Technology; GPA 3.87
- Graduate certificate in Online Teaching & Learning

Austin Peay State University **08/2008–05/2012**

- BS in Corporate Communication with minors in Leadership & General Business; GPA 3.69
- Studied abroad at Mid Sweden University in 2011

Experience

Project-Based Instructional Designer **12/2018–present**

McKinnon-Mulherin Inc. | Salt Lake City, UT

- Localize webinar workshops using Adobe Connect (over 60 courses)
- Co-develop facilitator guides & learning environments for virtual instructor-led training
- Use Adobe InDesign to format proposals & create content

Administrative Specialist I **04/2014–present**

Department of Educational Psychology & Counseling | University of Tennessee, Knoxville | Knoxville, TN

- Restructured & manage departmental website on WordPress
 - Create & report data from online forms
 - Constantly monitor & update information
 - Write news stories (87) & create student/alumni/faculty spotlights (70)
- Act as photographer & design marketing materials
 - Work with stakeholders to develop brochures, flyers, handbooks, newsletters, email campaigns, informational postcards, etc., according to budget limitations & university brand standards
 - Photograph events, manage archives & select/edit pictures for digital & print
 - Shoot & share images on departmental Facebook page (over 4500)
- Represent the department
 - Attend recruitment trips & set up departmental display with marketing/informational materials
 - Collect data & share information about these efforts (handed out over 300 materials during 6 trips)
 - Individually email each person who completes an interest form (56)
- Serve as Big Orange Family Campaign Team Leader
 - Increased participation from 25% to 96% over 4 years & received Top Team designation twice
- Established & maintain departmental Facebook page (average 240 posts a year)

Instructional Designer (supervised during practicum course) **06/2018–08/2018**

Student Disability Services | University of Tennessee | Knoxville, TN

- Worked with client to develop Canvas course, *Working with SDS Interpreters & Transcribers*
 - Targeted course to faculty members and GTAs at UT
 - Created modules (3), pre/postquizzes (6) & pages (over 35)
 - Designed graphics & documents for use in course & in transitioning full ownership to client (28)

Skills

- Microsoft Excel, PowerPoint, Word
- Adobe Acrobat, Captivate, Connect, InDesign, Photoshop
- Google Docs, Drive, Forms, Sheets, Slides
- Canvas, CourseSites, D2L
- WordPress
- Mac/PC Operating Systems
- digital photography
- desktop publishing

Awards

- Design & Development Competition Finalist** 2018
One of three graduate student teams with a winning proposal to a realistic instructional design problem. Competition comprised of three phases, with a concluding presentation at the Association of Educational Communications & Technology (AECT) International Convention.
- Honorable Mention** 2018
One of two honorable mentions in logo design competition for the AECT School Media & Technology Division.
- IT Online Graduate Student Travel Award** 2018
One of four recipients for competitive travel funding to attend Annual AECT International Convention.
- John H. Tunstall Outstanding Staff Award** 2017
Awarded annually to a College of Education, Health & Human Sciences (CEHHS) staff member for executing their duties in an exemplary manner in support of those programs which prepare teacher, administrators, or others entering the field of education.
- Preparing the Professoriate Graduate Program of the Year Award** 2017
Recognized by the Graduate Student Senate for promoting innovative professional development for graduate instructors.
- College Senate Departmental Staff Award** 2016
Recognized a departmental-level non-exempt CEHHS staff person for providing exceptional contributions to his/her department (going above and beyond job expectations to accommodate students and faculty).

Presentations

- Addressing Graduate Student Resource Needs through a Gamified Design Case*** 2018
Poster presentation accepted for the AECT International Convention, *Learning for All*.
- Let's Talk QUAL: Qualitative Methodological Conversations Outside of the Academy*** 2016
PechaKucha presentation at the Annual Action Research Network of the Americas Conference.
- Interviewing as Content*** 2015
Invited to present at the CEHHS Marketing Retreat.

Employee & Organizational Development Certificates

- Customer Relations & Communication Certificate** 2017
- Communication Service Certificate** 2015
- Customer Service Certificate** 2015

Organizations & Roles

- Art Market Gallery** | Marketing Committee Member 2017–present
- Tennessee Craft** | 2019 East Chapter Board Representative 2015–present
- Tennessee Artists Association** | 2019 Artist of the Month Chair; Secretary from 2016 to 2017 2015–present
- Camera Club of Oak Ridge** | Co-Coordinator of 2019 Annual Salon; Scorekeeper from 2015 to 2018 2015–present