

# Melanie Larsen

Instructional Design | Employee Engagement

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## Professional Summary

Skilled instructional designer and sunny facilitator with 15+ years of experience creating highly interactive, blended learning solutions for diverse domestic and international audiences, driving engagement while identifying cost-effective training strategies

## Areas of Experience

### Technical Skills

Microsoft Office Suite | Articulate Storyline & Rise | Vyond | Adobe Premiere Pro, Captivate, Photoshop, & Acrobat Pro | TechSmith SnagIt & Camtasia | LMS System Administration | Website Management: WordPress, Wix, Google Analytics | Remote Technology: MS Teams, Adobe Connect, Conferencing Tools | SharePoint | Kahoot

### Professional Skills

Leadership Development | eLearning Design & Execution | Coaching | Animation Creation | Video Editing | Voiceovers | ADDIE Model | Change Management | Employee Engagement | Knowledge Management | Training & Event Marketing | Event Planning | Adult Learning Theory | Curriculum Development | Gamification

## Work History

### SAG-AFTRA Health Plan

Sr. Instructional Designer

Remote / Burbank, CA  
April 2020 – February 2026

- Awarded Employee of the Quarter (Q1 2021) for cross-functional impact and meaningful contributions
- Increased morale and peer engagement by 9% through the design and launch of innovative recognition and team-building programs
- Improved transparency by developing strategic newsletters and managing a centralized knowledge base
- Deepened leadership confidence by delivering targeted coaching series, supporting 11% of leaders
- Increased engagement and knowledge retention through gamified experiences and curated learning journeys and customized content
- Produced dynamic video content and internal eLearning assets, increasing employee experience scores, lowering training costs, and reducing reliance on external vendors
- Managed and enhanced company intranet serving 150+ employees, centralizing resources and streamlining communication
- Launched a company-wide Lending Library to foster a culture of continuous learning and community building

### VCA, Inc.

Instructional Design Program Manager

Remote / Santa Monica, CA  
December 2014 – February 2020

- Created and executed a multi-day workshop with participants from around the US on a quarterly cadence, providing interactive opportunities at all levels of the organization
- Customized a 2-day new hire orientation and communication workshop, resulting in improved employee engagement / satisfaction and improving new hire retention rates by 13%
- Built an interactive Clinical Studies certification program unique to the veterinary industry, as well as other eLearning courses, impacting 900+ hospitals and 29,000+ employees

## **Shield Healthcare**

Corporate Trainer

Valencia, CA

June 2013 – August 2014

- Innovated and delivered an in-person and remote leadership series addressing 22 topics, such as communication skills, emotional intelligence, mentoring, change management, and developing influence
- Designed and facilitated an engaging new hire onboarding class, reoccurring monthly
- Coordinated cross-departmental training events for 50+ employees at the headquarters and sales offices

## **Pinkberry Ventures, Inc.**

Training Program Manager

Santa Manica, CA

October 2012 – May 2013

- Led leadership development initiatives for corporate and franchise Managers-in-Training, including weeklong coaching experiences, 360° feedback surveys, and ongoing support of General Manager Trainers
- Planned and executed training events / talent initiatives such as monthly job fairs with group interviews, in-store training sessions, and recurring leadership meetings
- Coordinated domestic and international training programs and major product launch training, authoring eLearning and print materials supporting 135+ corporate and franchise locations

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## **Education**

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### **Master of Arts, English**

California State University, Fullerton

### **Bachelor of Arts, English**

California State University, Fullerton

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## **Certifications**

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### **Instructional Design/Development Certification**

Langevin Learning Services

### **Coaching Certification**

Association for Talent Development (ATD)

### **eLearning Instructional Design Certification**

Association for Talent Development (ATD)

### **Meditation Certification**

Glendale Community College