

# Tara Bradley Williams

## Instructional Designer

### KEY SKILLS

- **Technical:** Articulate Storyline, Articulate Rise, Vyond, Audacity, Camtasia, Powtoons, Canva, TalentLMS, LearnDash LMS, Thinkific, WordPress, WooCommerce, HTML, InDesign, Microsoft Office, Google Workspace
- **Bilingual:** Advanced Spanish (reading, writing, speaking, listening), Native fluency in English
- Excellent communication, time management, teamwork, and organizational skills

### EXPERIENCE

#### **Pronto Learning, Lake Mills, Wisconsin**

*Freelance Instructional Designer, August 2021 - present*

- Utilize the ADDIE model and research-based best practices to create engaging course materials and eLearning for adult learners, including facilitator and participant guides, job aids, infographics, and slide decks.
- Work with Subject Matter Experts (SMEs) and key stakeholders to guide the design, development, and production of instructor-led and online courses.

#### **Pronto Spanish Services, LLC, Lake Mills, Wisconsin**

*Founder | Instructional Designer | Lead Trainer, July 2002 - present*

- Create customized instructor-led training (ILT) and blended language courses for business and industry.
- Produce instructor materials, including lesson plans, digital presentations, and online supplemental resources.
- Manage a team of eight native Spanish-speaking instructors to provide personalized virtual language training.
- Developed a LearnDash/WordPress LMS with eCommerce functionality to host/sell 19 eLearning courses.
- Increased enrollment to 200+ new students/month for online learning courses written for ed2go/Cengage.

#### **Lake Mills Area School District, Lake Mills, Wisconsin**

*English Learner (EL) District Coordinator, August 2015 - June 2020*

- Coordinated the services, assessments, learning activities, and accommodations for multilingual learners.
- Delivered and monitored professional development regarding the needs of multilingual learners.
- Developed subject matter expertise on a variety of topics for language learners throughout the district.
- Analyzed program data and evaluated long-term results to allocate appropriate resources.
- Utilized the backwards design methodology to develop and implement a comprehensive curriculum.
- Advocated for and designed a *Spanish for Native Speakers* course to meet the needs of Latinx learners.

*Spanish Teacher, August 2011 - June 2015*

- Utilized the backwards design methodology to develop and implement a comprehensive curriculum to meet learning objectives for 7<sup>th</sup>-12<sup>th</sup> grade Spanish learners.
- Incorporated a comprehensible input and flipped classroom model using technology, cultural lessons, and conversational techniques to engage students in meaningful learning experiences.

#### **Dean Health Systems, Madison, Wisconsin**

*Training Instructor, August 2008 - January 2010*

- Served as the principal Inpatient General Nursing corporate trainer for the Epic, a leading electronic medical records software system, for implementation and new hire courses.
- Developed curriculum, facilitator guides, job aids, and guided practices for nursing and ancillary courses.
- Led the design and development of e-learning modules and blended instruction for Dean University.

## **EARLY CAREER EXPERIENCE**

**Education Coordinator**, *Latin American Research and Service Agency (LARASA)*, Denver, Colorado  
Directed *Proyecto Educar*, a program designed to increase Latino parental involvement in schools. Researched and prepared a bimonthly newsletter entitled *Latinos en Educación*.

**U.S. Program Director/Teacher**, *FEYDA, Inc*, Denver, Colorado & Alicante, Spain  
Instructed Spanish and English Learner courses, promoted and administered international education programs between Spain, Ireland, and the U.S. Processed F-1, R-1, and H-1 visas for students and instructors.

**Family Services Coordinator**, *Colorado Vincentian Volunteers / Neighborhood Partners*, Denver, Colorado  
Served as a full-time volunteer for one year to counsel Latino families through the home buying process. Coordinated volunteers, procured building materials, and renovated abandoned homes.

## **EDUCATION**

Master of Arts, *University of Denver*, Denver, CO  
Major: Adult Education  
Emphasis: International Education

Bachelor of Arts, *St. Norbert College*, De Pere, WI  
Majors: Spanish and Sociology  
Concentration: Human Services

## **ADDITIONAL TRAINING**

*IDOL (Instructional Design and Online Learning) Academy*, June 2021 Cohort

- Strengthened Instructional Design skills in Course Design, Storyboarding, eLearning Tools, and Graphic Design, specifically with Articulate Storyline, Vyond, Camtasia, Adobe Creative Suite, and Captivate.
- Earned the *Articulate Storyline Skilled*, *Vyond Animation, Level 1: eLearning Developer, Level 2: Instructional Design*, and *Level 3: IDOL Consultant Badges*

Wisconsin Online Teaching Certificate for K-12 Public Schools  
*CESA #2*, Whitewater, WI

Wisconsin Department of Public Instruction Teacher License  
*NORDA – Project Teaching*, Ladysmith, WI  
License: 365 (Spanish), 395 (English as a Second Language)

*Fundación Ortega y Gasset*, Toledo, Spain  
All courses conducted in Spanish.

## **RECENT VOLUNTEER EXPERIENCES**

Rotary International member (August, 2017-present)  
Lake Mills Optimist Club Board member (August, 2017-present)  
Moravian Church Mission Trip Leader to Denver, CO, Pascagoula, MS, and Port Arthur, TX  
Spanish Interpreter for the Rock River Free Clinic, Lake Mills Food Bank, Jefferson County Literacy Council, Adopt-a-Family program, and various other community events and organizations (August, 2009 – present)

## **INTERNATIONAL & EXPERIENCES**

Led social justice and student trips to Tarragona, Spain, Juarez, Mexico, Costa Rica, Havana, Cuba and Lima, Peru  
Taught English Learners at summer camps for five summers in Spain  
Studied abroad one semester in Toledo, Spain  
Traveled extensively throughout Europe, the South Pacific, and Latin America.