

Maria Elena Hernandez

Instructional Designer & Video Producer

SUMMARY

Instructional designer with background in video production, news, and digital marketing. Often in new or revamped departments, which are fast-paced and have limited supervision.

WORK EXPERIENCE

Instructional Designer at Celigo

Redwood City, California (Remote) | October 2022 – Present

- Develop and redesign content for company's online university (modules, courses, learning paths)
- Use multimedia tools (including Camtasia, Articulate Storyline, and Articulate Rise) to create engaging learning activities
- Identify instructional objectives and design corresponding content matching them
- Create supporting material/media, such as videos and accessible PDFs

Instructional Designer II at Texas State Technical College

Harlingen, Texas (Remote) | November 2021 – Present

- Identify and utilize appropriate tools, techniques, and best practices to support curriculum deconstruction, course development, and creation of authentic assessments for learners
- Work with subject matter experts to align content with competencies and learning objectives for performance-based education courses
- Import and format content in modules in Canvas learning management system, using CidiLabs and HTML
- Assist in development of multimedia content, using software such as Camtasia, Snagit, Adobe Premiere, Photoshop, Articulate Storyline

Instructional Designer I Texas State Technical College

Harlingen, Texas (Remote) | January 2021 – November 2021

- Collaborate with SMEs and IDIIs to produce and edit instructional materials such as video, graphics, and interactive media elements
- Apply solid instructional design skills and effective learning principles when developing and editing instructional materials
- Add and edit closed captions for instructional videos

Multimedia Journalist (original job title: Senior Writer) | The University of Texas Rio Grande Valley
Brownsville, Texas | November 2017 – January 2021

- Write articles and video scripts, record events, and edit videos about university
- Post content to and track analytics for The Newsroom at UTRGV social media accounts

Digital Media Director | KRGV-TV

Weslaco, Texas | July 2011 – July 2017

- Oversee digital strategies and operations, including website, apps, and social media platforms, and special projects

Technical Writer | University of Texas at Brownsville
Brownsville, Texas | July 2011 – May 2011 (Temporary position)

- Support the creation of forms and training materials in plain language
- Perform basic writing, proofreading, and editing of existing drafts
- Research requested topics and prepare drafts of reports

EDUCATION

The University of Texas Rio Grande Valley | Master's degree in educational technology & graduate certificates for Online Instructional Designer and ELearning

Full Sail University | Master's degree in online (digital) marketing

The University of Texas at Brownsville | Bachelor's degree in interdisciplinary studies.

San Antonio College | Associate degree in Radio-Television-Film Technology

CONTACT INFORMATION

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