

TACHA GENNARINO



INSTRUCTIONAL DESIGNER



CONTACT

(585) 416-8951
tacha.gennarino@gmail.com
linkedin.com/in/tacha
www.tachagennarino.com



SKILL-ASSESSMENT

	1	2	3	4	5
Articulate 360					○
Captivate					○
Photoshop					○
Vyond					○
Illustrator			○		
Wellsaid				○	
Camtasia					○
Office 365					○
HTML					○
XML					○
Javascript		○			



ALSO SKILLED IN

Requirements Analysis
Curriculum Design
Rapid Prototyping
Storyboarding
Content Development
SME Collaboration
Learning Science Research
Adult Education
Graphic Design
Web Design
Quality Assurance
Design Thinking



EXPERIENCE

- 2020-now ○ **Evernorth (Formerly Cigna)**
Operating Effectiveness Lead Analyst/Advisor
- 2020-now ○ **Judge Learning Solutions**
Freelance Instructional Designer
- 2004-now ○ **'Paca Print Design (Print & Web Marketing)**
Owner, Graphic Designer, Web Designer
- 2012-2019 ○ **Pearson**
Instructional Designer, Learning Designer
- 2000-2012 ○ **Element K**
Instructional Designer I/II/III, Content Manager
- 2002-2005 ○ **Nazareth College of Rochester**
Lecturer, Graduate School of Education
- 1998-2000 ○ **Roberts Wesleyan College**
Director of Instructional Design & Training



EDUCATION

- 2002-2003 ○ **University of Rochester**
Post-Graduate Work, Teaching and Curriculum
- 1998-2000 ○ **Nazareth College of Rochester**
MEd, Computer Education
(now called Educational Technology Specialist)
- 1989-1997 ○ **State University of New York at Brockport**
BA, English Literature, Teacher Certification



HONORS/AWARDS

- 2008 ○ **Brandon Hall Learning Award 2008 - Bronze**
Designed the curriculum and simulation framework for the winning custom content entry developed for Realogy. The interactive course examined the barriers to effective recruiting, and provided learners with the skills to become successful recruiters.
- 2000 ○ **Kappa Delta Pi**
Rho Psi chapter - Nazareth College, Rochester, NY



PORTFOLIO

- My portfolio can be reviewed @
- www.tachagennarino.com



Fortune 500 Clients

Adobe
 Cigna Group
 Cisco Systems
 Coca-Cola
 Comcast
 Exelon
 Fannie Mae
 IBM
 Microsoft
 NOV
 Northern Trust
 Ross Stores
 State Farm Insurance
 Waste Management



As well as...

AAA
 Carl Karcher Enterprises
 Charles A. Dana Center
 Conifer Realty
 In-N-Out Burger
 Life Technologies
 Macromedia
 Penn Foster
 Schering-Plough
 The Economist
 University of Phoenix

Selected Instructional Design Projects

The Economist:

Worked with a number of top CEOs from around the world to capture the content of a multi-national online program.

- Collaborated with colleagues to design a challenging program.
- Designed course framework including five separate courses.
- Worked with key stakeholders to prepare journalist content for an educationally sound e-Learning course delivery.

Life Technologies:

Worked in concert with client to design a two-and-a-half-day workshop with an online component for an audience of sales and marketing professionals with various scientific backgrounds. The courses were the first of many for the company's Life University, a blended learning employee training program.

- ☑- Completed needs and gap analyses.
- Repurposed SME content from workshop for online.
- ☑- Designed extensive custom interactives.
- Developed gamelets to drive the competitive nature of the audience and to motivate learners.
- Curated case studies to immerse the learner in real world dilemmas.

Carl Karcher Enterprises:

Worked with several subject matter experts from four different branding standpoints to analyze current training programs.

- Conducted a needs analysis, competitive comparison, and task analysis.
- Designed a curriculum for all restaurant-level employees of the nationwide restaurant chains to meet the specifications of client.
- Led a team to document policies, processes, and procedures, both in text and photographs, to be used in the online portion of the training program.
- Worked closely throughout the project with subject matter experts and stakeholders to ensure curriculum would meet the needs of their employees as well as their independent restaurant owners.
- ☑- Developed detailed design document and instructional treatment plan.

Coca-Cola Bottling Company Inc.:

☑ Worked with client to create courseware on the use of a new handheld ordering device and software.

- ☑- Wrote procedure/process documents to be used by the learner on the job.
- ☑- Created job aids to be used by the learner after the onboarding seminar.
- ☑☑- Designed activities for safe practice of procedures covered in the seminar.
- ☑☑- Received a five-out-of-five rating from customer upon project completion.
- ☑- Was requested as the resource to complete maintenance work on materials after pilot period.

Mathematic Pathways - Dana Center - Univ of Texas at Austin:

Partnered with client to break barriers through an eight-course curriculum and to help learners be successful in higher ed math.

- Created a two-level objective hierarchy to ensure efficacy of curriculum.
- Worked with SMEs to create content that aligned to objectives.
- Led a team to develop the assets for each of eight courses.
- Developed a style guide to follow for the content development team.
- Recorded and placed narration track with closed captioning.