VICTORIA HERIC, M.S.

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QUALIFICATIONS SUMMARY

Learning and Development Specialist / Instructional Designer

I help teams develop a culture of continuous learning so that they can adapt to change and innovate effectively. Accomplished instructional designer specializing in the development of engaging, interactive learning experiences for corporate audiences of 4.3 million +, higher ed audiences of 56,000 and complex educational technology integrations. Skilled in curriculum, e-learning, multimedia, and training materials development, incorporating adult learning theory and technology. Proven expertise in leading creative teams and developers of Fortune 500 and entertainment companies to produce digital products and content including high profile automotive launches for audiences of up to 800K. Credentialed Instructor, with a Master of Science in Learning Design and Technology.

EDUCATION

Master of Science, Learning Design and Technology

Pepperdine University, Malibu, CA - *GPA 4.0*

Capstone: Advancing Accessibility in Higher Education: Promoting Equity, Inclusion and Innovative Learning

Bachelor of Arts, Theater Arts

California State University, Northridge, CA - *GPA 3.4*

AREAS OF EXPERTISE

- **Instructional Design:** ADDIE, SAM, Gagne's Nine Events, Social Learning, Constructivism, Kolb's cycle, Project Based Learning
- **eLearning:** Articulate Storyline and Rise, Adobe Captivate, SCORM, training presentations
- **Learning Management Systems:** (LMS) Canvas, Moodle

- **Multimedia Design:** Adobe Creative Suite, Graphic Design, Web Development, Video and Audio Editing, Voiceover
- **Accessibility:** WCAG 2.2, Section 508, Universal Design for Learning (UDL)
- **LXD:** Needs assessment, evaluation, ILT, VILT

- **Project Management:** Agile, Waterfall, Creative Team Leadership, Risk Management
- **Additional Skills:** HTML, IOS App Coding, Tableau, Data Visualization, Gamification, UX Design, Video production
- **Innovation:** VR, AR, AI, Ed Tech and STEAM technologies

PROFESSIONAL EXPERIENCE

IDLance, SweetRush, Midsummer Dream Learning, Independent Contractor, Remote   **01/2022 – Present**

Learning and Design Specialist, Instructional Designer

- Collaborated with subject matter experts using ADDIE to design and develop a comprehensive, learner-centered 2-hour training course for flex credit delivered through the Canvas LMS platform for 56,000 higher education faculty members. Used needs assessment, Adobe Creative Suite, WCAG 2.0, UDL best practices.
- Completed eLearning development on fourteen 15–30-minute training objects using Articulate Rise to support the expedited migration of 300 SCORM-compliant courses on the ETSY platform. Designed accessible interactions targeting creators on the topics of payment processing, listing management and moderation.
- Using Gagne's Nine Events of instruction, visual storytelling, Adobe Captivate, multimedia design and audio editing, designed two 15-minute eLearning objects for the OCDE Tobacco Use Prevention Education program.
- Designed technical course content for Coursera certification course, utilizing an AI-powered prompt system to rapidly generate Vyond animated and live-action storyboards, quiz assessments, and readings.

Garden Grove Unified School District & Mater Dei High School, Orange County, CA   **06/2019 – 06/2024**
Instructor
- Developed innovative ILT, project-based learning environments that leveraged Ed Tech, AI, machine learning, augmented reality, and STEAM technologies to foster student-centered, collaborative, and constructivist learning experiences, enhancing critical thinking, problem-solving, and creativity for diverse learners.
- Course design using Kolb's cycle to teach coding concepts, multimedia, design thinking and career readiness.
- Researched and secured STEAM technologies grants to boost innovation including Unity for Education with ten VR headsets and Birdbrain Technologies Kits impacting 100 students. Used Gamification to boost engagement.

Los Angeles Community College District, Los Angeles, CA   **05/2023 – 01/2024**
Adjunct Instructor Intern, Project Match
Participated in professional learning program designed to increase quality instruction and diversity in community college teaching including mentorship and Culturally Responsive Teaching professional development. Completed online teaching and learning certification in Canvas LMS. Developed instructor-led training with WCAG accessibility features.

Independent Contractor, Greater Los Angeles Area, CA   **03/2008 – 06/2019**
Senior Project Manager
Creative team leadership of cross-functional teams of 20+ people to produce digital products and content using waterfall and Agile methodologies. Managed projects for Fortune 500 brands with budgets up to 300K, including VMware, Sony PlayStation, Toyota, and Disney. Led production of multimedia, web-based training, e-learning, websites, mobile applications, and video content. Capacity building, risk management and flexibility under pressure.

ADDITIONAL EXPERIENCE
- IOS Designer & Developer | **Midsummer Dream Digital (Apple Scholar 06/2018)**
- Senior Digital / e-Learning Project Manager | **Apex Events** (Clients: Audi, Lexus, Mercedes)
- 3D/VFX Producer | **RTT USA (3D Excite)** (Clients Toyota, Audi, Hyundai, Kia, Hawker Aircraft)
- 3D Associate Producer | **Saatchi & Saatchi** (Client: Toyota)
- Production Coordinator | **Twentieth Century Fox**

PROFESSIONAL PRESENTATIONS
Heric, V. (2024, August). Spark Student Interest in AI: Using Code.org and Minecraft in the Classroom.

LACOE AI Symposium, Los Angeles, CA.

Heric, V. (2024, February). Empowering Futures: Culturally Responsive STEAM Education Using Career Technical Education for English Language Learners, Trauma-Informed, and Special Education Students.
CA STEAM Symposium. Long Beach, CA.

Chen, W. **L.** & Heric, V. (2022, March). Technology integration in teaching entrepreneurship & design thinking. *Spring CUE 2022*. Palm Spring, CA.

Heric, V. & Chen, W. L. (2022, July). Reimagining the Design Thinking Process with EdTech Tools. *Innovative Schools Summit 2022.* Las Vegas, CA.

CERTIFICATIONS
Career Technical Education (CTE), Comptia A+, Network +, Google Certified Project Manager, Minecraft

MEMBERSHIP
Computer Science Teacher Association (CSTA), Screen Actors Guild, Producer's Guild, WWDC Apple Scholar 2018