

Maryna Zhoholieva

- Portfolio: <https://mvzhogo6.wixsite.com/zhoho>
- YouTube Channel: [Video Journal of an Instructional Designer](#) (last updated in 2024)
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Instructional Designer and eLearning Developer with extensive experience in higher education, adult learning, and compliance training. Skilled in converting instructor-led content into engaging eLearning modules within Canvas LMS, Articulate 360, and 7taps. Adept at aligning course design with WCAG 2.2 AA accessibility standards and integrating evidence-based instructional strategies drawn from psychology and learning sciences.

EXPERIENCE:

Senior Instructional Designer at EDSI

EDSI, NJ USA

November 2024 - present

- Designing and developing engaging, multimedia-rich, interactive course content, including e-learning modules, instructor-led materials, job aids, and assessments, using ADDIE and other instructional design models. Recent projects include:
 - **Fully customized compliance modules** in Storyline 360 featuring video tutorials, complex branching scenarios, and strict ADA and accessibility standards. Conducted instructional design from blueprint through authoring, in collaboration with SMEs and editors during review and QA.
 - **Technical refresher modules** for a workforce of field-based technical professionals. Developed the eLearning in Storyline 360 from an existing storyboard, optimizing flow, navigation, and learner engagement.
 - **A multi-week AI course for secondary-level learners**, integrating emerging technology concepts into an existing IT curriculum to align with current industry standards.
 - **The C.L.A.P.³ mnemonic framework** (Context, Limits, Action, Product, Process, and Polish) for a facilitator-led Prompt Engineering presentation using cognitive strategies, comic-strip visuals, and interactive ChatGPT demos.
 - **Science of Happiness microlearning series** in 7taps, blending evidence-based psychology with interactive storytelling and sleek mobile-first design.
 - **Teach the Trainer learning series**. Updated the existing training with up-to-date research, audience-relevant visuals, and enhanced instructional flow to align content with modern facilitation practices.

- **A reentry training series** focused on developing soft skills, confidence, and career readiness for justice-involved individuals transitioning back into the workforce. **Evaluated** the existing program and **suggested an updated design** based on evidence-based methods and modern instructional design principles.

Learning Experience Designer with MA in Instructional Technology Program

University of Stockton, NJ USA

January 2022 – May 2024

- Applied adult learning principles and ADDIE to design & develop e-learning experiences for the students of the “Instructional Technology for K-12 teachers” course. Meticulous attention to detail and UX design helped decrease the number of clarification requests by 40 % among synchronous and asynchronous learners.
- Provided technical consulting with custom-made job aids, video tutorials, and interactive activities to address learners' performance needs while working with contemporary Ed Tech tools—samples included in the Portfolio.
- Coached learners and co-facilitate synchronous online sessions for up to 60 students.
- Developed Chatbot class assistant and trained it on the course-specific coaching material.
- Received Instructional Technology Grant from the Center for Teaching and Learning Design.

Co-founder, Director, Teacher Coach, and ESL Tutor

Private Language Studio, Dnipro Ukraine

March 2010 – June 2019

- Coordinated ESL programs within corporate settings for around 300 adult learners enrolled simultaneously.
- Conducted students' needs analysis, worked with SMEs to design training content to align with specific business needs, oversaw course implementation, and measured ROI.
- Managed, coached, and supervised a team of 17 teachers. Designed a self-paced onboarding video series for new members of staff.

Senior Interpreter and Team Coordinator with OSCE Special Monitoring Mission in Ukraine

Organization for Security and Cooperation in Europe with headquarters in Vienna, Austria

Part-time throughout 2005 – 2014

- Provided consecutive and simultaneous interpretation services.
- Participated in project coordination, overseeing the effective execution of team tasks and milestones to implement strategic objectives successfully.

- Diffused tension through diplomatic communication to resolve challenges posed by difficult individuals and complex situations.

Adjunct Faculty, Department of Psychology and Sociology

Dnipro State University, Ukraine

September 2005– June 2010

- Facilitated courses in the Department of Psychology and Sociology at Dnipro State University.

EDUCATION:

MA in Instructional Technology

University of Stockton, USA –2025 (GPS – 4.00).

NLP (Neuro-Linguistic Programming) Certificate

Panchenko NLP Institute Kharkiv, Ukraine – 2012

CELTA (Certificate in Teaching English to Adult Learners)

University of Cambridge, UK – 2008

MA in Educational Psychology

Dnipro State University, Ukraine – 2005

E-LEARNING SKILLS (samples included in Portfolio):

Articulate Suite: Storyline 360, Rise 360

Adobe Suite: Captivate Classic and Captivate 2023, InDesign, Photoshop, Illustrator, Express, Premier Pro

Video Editing: Adobe Express, Adobe Premier Pro, WeVideo, Animaker, Vyond, Camtasia

Screencasting: Screencastify, Camtasia, ScreenPal, etc.

Infographics and Job Aids: Canva, Piktochart

Interactive Images: ThingLink, Genially

AI: MidJourney, Chat GPT, Descript, Prompt Engineering, etc.

Collaboration tools: Miro Board, Dot storming, Slack

Web design: Wix, Google sites, Webflow, Weebly

Microlearning: 7 taps

Instructional Design: ADDIE and Sam

Presentation and Assessment Tools: Lumio, Poll Everywhere, Aha-Slides

