

# JAYANTI SEILER

*Instructional designer*

## PROFESSIONAL SUMMARY

Strategic **Instructional Designer** with 20+ years of experience crafting learner-centered curricula and scalable eLearning solutions for higher education and state workforce programs. Expert in **Articulate 360, Adobe Premiere Pro, and UI/UX design** to create engaging, self-paced content. Mastery of translating business goals into **software simulations** and certifications that increase "time to value." Currently completing an **M.S. in Instructional System Design & Technology (UCF)** with a focus on multimedia storytelling, instructional design, and high-impact learning experiences. Background uniquely blends in-depth academic leadership and hands-on digital production.

## PROFESSIONAL EXPERIENCE

### INSTRUCTIONAL SYSTEM DESIGNER

2023 - Present

*Florida Department of Juvenile Justice*

*Tallahassee, FL*

- ◆ **Software Adoption & Simulations:** Designed and implemented hands-on software training for state-wide systems, leveraging **Adobe Premiere Pro** and **Articulate 360** to create high-fidelity simulations that enhance retention and transfer.
- ◆ **Needs & Task Analysis:** Conducted comprehensive instructional research and analysis on 3,000+ learners to define instructional end goals and align content with organizational strategy.
- ◆ **UI/UX Design for Learning:** Visualized and created intuitive user interfaces and instructional graphics for mobile and desktop e-learning platforms.
- ◆ **Cross-Functional Leadership:** Led cross-functional projects with IT and leadership to develop "just-in-time" learning experiences, reducing training development time through AI-optimized tools. Acted as a strategic consultant to Subject Matter Experts (SMEs), converting complex safety regulations and policies into accessible, learner-centered modules.

### LEAD LEARNING STRATEGIST & MULTIMEDIA PRODUCER

2011 - 2023

*Daytona State College*

*Daytona Beach, FL*

- ◆ **Educational Strategy:** Outlined education strategy and direction for institutional learning experiences, taking business goals and conceptualizing required outcomes for state-level validation.
- ◆ **Multimedia Content Development:** Produced and edited large-scale technical video tutorials and simulations, ensuring all supporting materials (audio, video, role-plays) met strict pedagogical standards.
- ◆ **LMS Curriculum Leadership:** Managed the ongoing assessment and introduction of new tools and practices (D2L/Canvas) to drive quicker development of course materials.
- ◆ **Chaired the College Curriculum Committee for 9 years:** Spearheading the design, revision, and state-level accreditation for new academic programs.

## EDUCATION

### M.S. IN INSTRUCTIONAL SYSTEM DESIGN & TECHNOLOGY

2026

*University of Central Florida*

*USA*

GPA 3.8

### GRADUATE CERTIFICATE IN ISD & TECHNOLOGY

*University of Central Florida*

*USA*

GPA 3.8

### MASTER OF FINE ARTS (MFA)

*University of Florida*

*USA*

Concentration in Media/Photography

## BACHELOR OF FINE ARTS (BFA)

*Rhode Island School of Design*

*USA*

Concentration in Media/Photography

### CERTIFICATIONS

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- ◆ CERTIFIED IN ONLINE PEDAGOGY & LMS *Desire2Learn (D2L)*
- ◆ ONLINE LEARNING & APPQMR CERTIFICATION. *Quality Matters (QM)*
- ◆ HIGHER EDUCATION FACULTY CERTIFICATION. *ACUE*
- ◆ CERTIFIED ENTREPRENEURIAL MINDSET FACILITATOR. *Entrepreneurial Learning Initiative (ELI)*
- ◆ CERTIFICATION. *Substantive Interaction Training*

### TECHNICAL EXPERTISE

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- ◆ **Authoring:** Articulate Storyline/Rise 360 (Expert), Camtasia, Adobe Captivate, H5P.
- ◆ **Creative Suite:** Premiere Pro (Video), Audacity (Audio), Photoshop.
- ◆ **Strategy:** Microlearning, Just-in-Time (JIT) Delivery, AI-Optimized Workflows, SAM, ADDIE.
- ◆ **Systems:** LMS Administration (Testing/Publishing/QA), SharePoint, SCORM, Section 508.

### LINKS

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LinkedIn: [www.linkedin.com](http://www.linkedin.com), Portfolio: [jayantiseiler-isd.com](http://jayantiseiler-isd.com)

### SELECTED TECHNICAL PROJECTS

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- ◆ **Youth Gun Violence Initiative:** Developed a high-impact, hybrid curriculum addressing critical community safety needs and sensitive subject-matter; received high praise for engagement from workforce stakeholders.
- ◆ **State-Level Accreditation:** Streamlined the documentation process for state school assessments, resulting in successful program validation.
- ◆ **WDSC TV Production:** Managed end-to-end production of educational broadcasts and directed and produced large-scale video content for a regional television audience.