# Tess Price

Instructional Designer

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Instructional Design Master's student at UNT and Learning Developer Intern at Southwest Airlines. My background includes five years of classroom experience and a proven track record of improving learner outcomes. I enjoy researching problems and finding creative, effective solutions.

## EDUCATION

### University of North Texas, Remote — *Masters of Science in Learning Technologies*

AUGUST 2022 - PRESENT

- Designed 3-hour course for a client using Articulate 360
- Designed 9-hour course for professor using Canvas LMS, discussion boards and Google slides.
- Converted traditional face-to-face course into a Massive Open Online Course utilizing learning technologies including 3-D simulation.

### University of Texas, Austin, TX.— *Bachelor of Science in Advertising*

AUGUST 2008 - DECEMBER 2012

- Served as President of Texas Advertising Group with 150 members. Comfortable launching meetings in front of a large audience and leading a group of other student officers.
- Performed highly in internships at advertising agencies in Austin, Chicago, and San Francisco: Media Strategy Intern at Starcom MediaVest, Media Planning & New Business Internships.

## EXPERIENCE

### Southwest Airlines, Texas — *Learning Developer Intern*

JANUARY 2023- APRIL 2023

- Developing effective and engaging learning content for Safety and Security group at Southwest Airlines.
- Creating learning content based on needs including online learning, classroom curriculum, job aids, videos, graphics, and performance support tools.
- Developing in an agile environment, conducting rapid analysis, producing prototypes, and hosting iterative content reviews.

## SKILLS

ADDIE Model

Needs Analysis and Learner Analysis

Course Design

Measuring Learning Effectiveness

Articulate Storyline 360 and Rise 360 Basics

LMS: Canvas and Google Classroom

Canva

Google Meet and Zoom

Microsoft Word, Excel, and PowerPoint

Professional Writing

Research and Information Synthesis

## AWARDS

**Teaching Assistant of the Year** at Purple Sage Elementary.

**Teacher of the Year Nominee** at Purple Sage Elementary.

**Vance and Betty Lee Stickell Intern,** national internship program, selected as the winner from the University of Texas based on professor recommendations.

### Self-employed, Texas — *Private Tutor*

MAY 2021 - DECEMBER 2022

- Evaluated student progress and educational gaps to provide customized lessons, using various sources, to help students achieve personalized goals.

### Liberty Hill ISD, Texas— *Educator*

JULY 2021-JULY 2022

- Planned and implemented integrated lessons to meet state standards, showing student progress across all measures, with the largest improvement in number recognition 0-20 going from 24% in September to 94% in May.
- Led individualized instruction, utilizing the science of teaching reading, resulting in improved alphabetical knowledge from 35% in October to 94% in May.
- Communicated frequently with stakeholders to provide feedback and discuss instructional strategies.

### Round Rock ISD, Texas— *Educator*

AUGUST 2016 - MAY 2020

- Co-led multiple K-2 professional development courses for other teachers in the district, including strategies for teaching reading in small groups.
- Built strong relationships with students and parents through regular positive updates and applying a teamwork philosophy when challenges arose. Created parent communication feedback survey with over 95% positive feedback.

### Barre3, Texas — *Fitness Instructor*

APRIL 2016 - FEBRUARY 2017

- Maintained energy and enthusiasm while directing choreography for 60-minute classes with up to 16 participants. Utilized Barre3 choreography framework while making each class unique.

### Proof Advertising, Texas — *Media Planner & Senior Media Planner*

November 2013- April 2016

- Developed and executed digital advertising campaigns for clients.
- Created presentations detailing proposed digital advertising campaigns. Clearly communicated the unique offering of each prospective vendor and their ability to reach the client's audience, rationale for proposed campaign timing, and a breakdown of costs and expected performance.