

Jill Lynch Silva

Instructional Designer | Learning Experience Developer

405-503-8790 · jillbsilva@gmail.com · jillbsilva.com · linkedin.com/in/jillbsilva · Edmond, OK (Remote)

PROFESSIONAL SUMMARY

Instructional Designer with 8+ years of experience collaborating with subject matter experts and faculty to design, develop, and maintain high-quality online and blended learning experiences. Skilled in Canvas LMS course preparation, instructional technology support, and rubric-based quality evaluation of online content. Applies adult learning theory and ADDIE to build learning experiences aligned to measurable objectives across higher education and professional development contexts. M.Ed. in Adult Higher Education and Talent Development with a 4.0 GPA and unanimous Student of Distinction faculty nomination. Experienced facilitating workshops, training sessions, and technology onboarding for diverse adult learners.

CORE COMPETENCIES

Online Course Design & Development

Canvas LMS Course Preparation

Adult Learning Theory

Faculty & SME Collaboration

Instructional Technology Support

ADDIE Instructional Design

Workshop & Training Facilitation

Quality-Focused Content Evaluation

AI Tools Integration

Technical Writing & Documentation

Accessibility Best Practices

Blended Learning Design

Learning Objective Alignment

Adobe Creative Cloud

Articulate Storyline & Rise 360

PROFESSIONAL EXPERIENCE

Instructional Designer — OUHSC HR Learning & Organizational Development, Oklahoma City, OK

Sept 2022 – Present

- Collaborate with subject matter experts across departments to design and develop eLearning and blended learning courses aligned to measurable performance objectives, applying ADDIE and adult learning theory throughout.
- Prepare and maintain course content in Canvas LMS, including imports, updates, and content readiness for upcoming sessions; build faculty and staff relationships to support effective course delivery.
- Develop instructional materials and performance support resources, including facilitator guides, job aids, quick reference guides, and process documentation, applying accessibility best practices such as alt text, color contrast, keyboard navigation, and screen reader compatibility throughout.
- Conduct needs analyses and collaborate with cross-functional teams to identify learning gaps and recommend instructional solutions, evaluating course content quality against structured alignment criteria between objectives, activities, and outcomes.
- Facilitate new employee orientation sessions as on-screen host and conduct technology onboarding and training for staff on instructional tools and platforms; scripted, recorded, and fully edited a series of 20+ campus-specific orientation videos, managing production including voiceover, audio mixing, and editing through Adobe Premiere Pro and Audition.
- Serve as contributing instructional designer on the Staff Generative AI learning pathway, applying AI tools in active course development and contributing to AI initiative planning.

- Develop and maintain instructional technology resources including the myOU Live Presenter Guide, departmental SharePoint site, and Adobe Experience Manager website content.

Talent Development Specialist — University of Central Oklahoma, Edmond, OK

Sept 2021 – Sept 2022

- Owned, facilitated, and continuously improved the university new employee orientation program, serving approximately 360 to 480 employees annually in bi-monthly sessions of 15 to 20 participants across a higher education environment.
- Collaborated with university faculty and staff to develop job aids, facilitator guides, and performance support materials aligned to institutional onboarding goals.
- Completed LX Studio Certification during this role, applying the Learning Environment Modeling (LEM) framework developed by Dr. Bucky Dodd to design human-centered, context-sensitive learning environments.
- Maintained organizational intranet content and conducted workshops and training sessions for university staff on new processes, tools, and performance support resources.

Instructional Designer & Graphic Designer — Love's Travel Stops, Oklahoma City, OK

Sept 2018 – Aug 2021

- Collaborated with a 10 to 20-person L&D team to design and develop approximately 40 to 50 eLearning courses using Adobe Captivate, working in an agile team environment with shared quality standards.
- Created storyboards translating SME-provided content into structured course architecture, visual design specifications, and learner-centered instructional sequences.
- Served as primary graphic designer for Love's University, the company's internal manager development program, producing all branded training assets and job aids distributed nationally; developed and facilitated training sessions and workshops for manager trainees.

EDUCATION & CREDENTIALS

M.Ed., Adult Higher Education — Talent Development and Workplace Learning GPA 4.0

University of Central Oklahoma, May 2026 · **Student of Distinction — Unanimous Faculty Nomination**

Program Management Certificate

University of Central Oklahoma, May 2026

B.B.A., Marketing GPA 3.81

University of Central Oklahoma, May 2008 · Golden Key Scholar · Delta Mu Delta

A.A.S., Digital Media Design / Graphic Design GPA 3.81

Oklahoma City Community College, May 2018

LX Studio Certification — Learning Environment Modeling (LEM)

University of Central Oklahoma, 2021 – 2022

TOOLS & TECHNOLOGIES

Canvas LMS	Articulate Rise 360	Articulate Storyline 360	Adobe Captivate	Adobe Premiere Pro
Adobe Audition	Adobe Photoshop	Adobe Illustrator	Adobe InDesign	Adobe Acrobat Pro
Adobe Experience Manager	Scribe	SharePoint	Qualtrics	Microsoft Office 365
Cornerstone (Encore) LMS	Canva	Generative AI Tools		

Portfolio and references available upon request.