

Starlet Franz

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Director of Instructional Design

PROFESSIONAL SUMMARY

Instructional design leader with 15+ years of experience building and scaling eLearning programs, curriculum architecture, and digital learning ecosystems. Directed the creation of 1,600+ courses using ADDIE methodology and tools like Articulate Storyline 360, Rise 360, Adobe Captivate, and CenarioVR. Experienced in LMS selection and implementation, SCORM/xAPI compliance, needs analysis, and linking learning outcomes to business results. Comfortable managing both creative ID teams and the technical side of learning platforms.

CORE COMPETENCIES

Instructional Design Strategy	ADDIE & SAM Methodologies	Curriculum Development
eLearning Development	Microlearning Design	Bloom's Taxonomy
Learning Needs Analysis	Kirkpatrick Evaluation Model	SCORM & xAPI Compliance
Learning Management Systems (LMS)	Learning Experience Platforms (LXP)	Adult Learning Theory
Articulate Storyline 360 / Rise 360	Video-Based Learning	AI-Assisted Content Creation
Stakeholder & SME Collaboration	Accreditation & Compliance	Learner Engagement & Retention

WORK EXPERIENCE

Clarion Events – North America

2021 – 2026

Vice President, Content Operations (Editorial, Media, Learning, Publishing)

- Managed the Instructional Design team responsible for producing 1,600+ courses over four years. The team used Articulate Storyline 360, Rise 360, CenarioVR, video production, and AI-powered authoring tools to build content ranging from quick microlearning modules to full-length accredited programs.
- Defined the instructional strategy for all digital learning products—full-length eLearning, microlearning, and video-based courses—aligning content design with adult learning principles and real business objectives.
- Led enterprise LMS initiatives end-to-end: platform evaluation, vendor selection, legacy system consolidation, data migration, and global deployment. The result was a single, unified learning environment that replaced four separate platforms.
- Integrated Learning Experience Platforms (LXPs) with enterprise HRIS systems via API architecture (Headless Learning), creating seamless learning workflows and enabling better reporting and data connectivity.
- Worked closely with subject matter experts (SMEs) and cross-functional stakeholders to develop content that aligned with both learner needs and commercial strategy, positioning education as a revenue driver.
- Set up learning analytics dashboards and governance frameworks to track curriculum quality, learner engagement, completion rates, and training effectiveness using Kirkpatrick-aligned evaluation methods.
- Ran a 60-person cross-functional department. Introduced an operational framework that improved team productivity by 25% and reduced turnaround time on course development.

Clarion Events – North America

Director, eLearning Content Development

- Designed the instructional approach for the entire eLearning portfolio, applying ADDIE methodology to develop full-length courses, microlearning modules, and scenario-based simulations for professional audiences.
- Managed a \$20M publishing and learning portfolio with full P&L accountability, steering digital platform strategy and content operations to improve both learner outcomes and revenue performance.
- Grew a niche Fire and EMS educational publishing line from \$800K to \$4M in revenue within two years by expanding course offerings and improving content quality.
- Launched a SaaS-based Learning Management System (LMS) built on a recurring revenue model that became the backbone of the organization's digital learning ecosystem.

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2016 – 2021

Director, Online Learning & Accreditation

- Owned instructional design strategy for accredited online learning programs serving public safety professionals across the country, from needs analysis through curriculum development and digital delivery.
- Consolidated multiple legacy learning platforms into a single LMS following a merger—a complex project involving data migration, user training, and workflow redesign that ultimately simplified the learner experience.
- Tightened compliance governance around accreditation standards: improved documentation, internal controls, and audit preparation, which led to better regulatory reporting and credentialing accuracy.
- Expanded the digital course library to meet professional credentialing and continuing education requirements. This work opened access to specialized training content for personnel spread across dozens of states.
- Managed certification attainment processes, working with accrediting bodies to ensure programs met evolving national standards.

Healthcare, Telecom, & Technology Sectors

2000 – 2016

Senior Learning & Development Leadership Roles

- Built enterprise learning systems and workforce development programs that strengthened organizational capability and accelerated employee readiness across healthcare, telecom, and tech.
- Designed and ran national technical training and sales enablement programs, equipping field teams with practical knowledge and performance tools.

TECHNOLOGIES, CERTIFICATIONS & EDUCATION

Technologies: Articulate Storyline 360 • Rise 360 • Adobe Captivate • Camtasia • Vyond • CenarioVR • Docebo • Cornerstone OnDemand • Workday • SCORM • xAPI • Power BI • Monday.com • Jira • AI tools: ChatGPT, Claude, Canva, Jasper, ElevenLabs • CMS: WordPress

Certifications:

- Designing Learning Certificate – Association for Talent Development (ATD)
- Harvard Leadership Certification
- Six Sigma Yellow Belt
- Lean Six Sigma Sponsor Training
- Monday.com Administrator Certification

Education:

Bachelor of Arts – University of Akron / Ohio School of Broadcast