

STARLET FRANZ

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Instructional Design Portfolio: <https://www.starlet-franz.com>

Director of Instructional Design, Learning Solutions Architect, Senior Instructional Designer

Professional Summary

Strategic Instructional Design and Learning Experience Design (LXD) Executive with over 15 years of experience leading enterprise learning ecosystems, digital transformation initiatives, and content operations. Proven success managing high-volume eLearning operations with 1,700+ courses developed utilizing ADDIE, SAM, Agile Learning methodologies, and AI-assisted content creation workflows. Expert in curriculum architecture, adult learning theory, competency mapping, and analytics-driven learning optimization. Adept at leading instructional designers and multimedia teams while aligning educational strategies to business growth and measurable operational ROI.

Instructional Design Competencies & Tools

- **Instructional Design Frameworks:** ADDIE, SAM, Agile Learning Design, Scenario-Based Learning, Microlearning Design, Blended Learning, Curriculum Architecture, Adult Learning Theory.
- **Rapid Authoring & Dev Tools:** Articulate Storyline 360, Rise 360, Adobe Captivate, Camtasia, Snagit, Quizmaker, RoboHelp.
- **Immersive & Media Toolset:** CenarioVR (Virtual Reality/Simulation Design), Vyond (2D Animation), 360 Video Production, Audacity, Animoto, Doodly, Loom Video.
- **LMS / LXP Infrastructure:** Docebo LMS, Cornerstone OnDemand, Workday Learning, Kaplan LMS, Proprietary Platforms, SCORM & xAPI Compliance, Headless Learning Architecture, API & HRIS Integrations.
- **AI-Assisted ID Tools:** ChatGPT, Claude, Perplexity, Jasper AI, ElevenLabs (Voiceover AI), Synthesia (Video AI), NotebookLLM, Canva.
- **Evaluation & Analytics:** Kirkpatrick Evaluation Model, Needs Analysis, Gap Analysis, Competency Mapping, Learning Analytics Dashboards, Quality Assurance & Course Reviews.

Professional Experience

Clarion Events - North America

2021 – 2026

Vice President — Content Operations (Learning, Media, Publishing, Video Production)

- Directed enterprise instructional design, Learning & Development, and media operations for a 60-person cross-functional department.
- Managed instructional design and multimedia production teams responsible for producing 1,700+ accredited eLearning courses, simulations, webinars, and microlearning assets.
- Leveraged Articulate 360, Adobe Captivate, CenarioVR, and AI-powered authoring tools to accelerate content velocity, reducing course production timelines while driving a 25% increase in team productivity.
- Defined instructional strategy and LXD standards across digital products, aligning curriculum architecture with adult learning theory and modern engagement strategies.
- Led enterprise LMS/LXP evaluation, vendor selection, system migration, data conversion, and consolidation across the portfolio.

- Implemented learning analytics dashboards using Kirkpatrick evaluation methodologies to track training effectiveness, learner retention, and operational ROI.
- Partnered with SMEs, product teams, and executive stakeholders to design scalable workforce development and customer education initiatives.

Lexipol (Praetorian Digital) — Director, Online

2016 – 2021

Learning & Accreditation

- Led instructional design strategy, accreditation governance, and online learning operations for nationwide public safety education portfolios.
- Oversaw thorough training needs analyses, curriculum development, and learning technology strategies supporting accredited continuing education programs.
- Consolidated multiple legacy LMS environments into a unified enterprise learning platform, orchestrating workflow redesign, data migration, and successful user adoption.
- Expanded digital course libraries and developed competency-based learning pathways supporting workforce certification and continuing education across multiple states.

Healthcare, Telecom & Technology Sectors — Senior

2000 – 2016

L&D Leadership Roles

- Built enterprise learning systems, onboarding programs, technical training, and customer education strategies across highly regulated environments.
- Designed structured capability frameworks and blended learning pathways that measurably improved workforce readiness and operational performance.

Education & Credentials

- Bachelor of Arts – University of Akron | Associate Degree – Ohio School of Broadcast
- Harvard Leadership Certification
- Designing Learning Certificate – Association for Talent Development (ATD)
- Google AI Professional Certificate
- Coursiv AI Mastery Certificate
- Monday.com Administrator Certification