
WHITNEY ELDRIDGE

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(415) 425-4151

INSTRUCTIONAL DESIGNER

Summary

Unique blend of expertise in curriculum development, media production and project management. Created Academy Award nominated visual effects on feature films with Steven Spielberg and George Lucas. Ability to perform all phases of curriculum development: research, planning, writing, organizing, developing, visual design, interaction, animation, managing developers, facilitating stakeholder reviews.

Key Experience and Responsibilities

Instructional Designer

Mosaic (PG&E)

San Ramon, CA

March 2018 - Present

Designed and developed Web Based Trainings for PG&E's NERC Cyber Security division. Led course development from kick-off to deployment, facilitating work sessions, managing media creation and stakeholder reviews. Led PG&E's Electric Department migration to new streaming video service. Scripted, shot and edited numerous Electric training videos.

Senior Instructional Designer

Fitbit

San Francisco, California

Sep 2017 – Mar 2018

Delivered data driven learning solutions for Fitbit's global customer support operation. Built support strategy and training on Fitbit's consumer electronics, mobile apps, health solutions, fitness services, and Salesforce support tools.

Senior Instructional Designer

Robert Half International

San Ramon, CA

Sep 2014 – Aug 2017

Led design and development of Robert Half's New Hire training programs. Facilitated collaborative curriculum design workshops with executive leadership. Oversaw teams of SME's, instructional designers, and media developers in the creation of interactive eLearning content. Delivered coordinated learning solutions across multiple lines of business, including RH Finance and Accounting, RH Technology, RH Creative Group, RH Legal and Executive Search.

Learning Architect

Anaplan Inc.

San Francisco, CA

Feb 2013 – Jul 2014

Planned, developed and directed implementation of LMS for Anaplan, an enterprise financial modeling platform. Managed project scope, schedule and budget, launching LMS on time with 80% savings versus average LMS costs. Integrated LMS with current business systems, and created security configuration. Designed and implemented all training content, including video production, software simulations, animations, graphics and web development. Converted four months of applied study into 3 days of self-paced training.

E-Learning Producer

Independent

Oakland, CA

Jan 2004 – Jan 2013

Directed, planned, managed training development projects. Responsibilities included project planning, contract negotiation, group facilitation, scheduling, visual and interactivity design, information architecture. Clients: Corning Incorporated, Rockwell Collins, Sungevity Inc.

Visual Strategist

Digital Think Inc.

San Francisco, CA

Sep 2002 - Jan 2004

Created award winning E-Learning for Fortune 1000 clients like Volkswagen, The UN, and Gallup.

Compositor, Industrial Light & Magic

San Rafael, CA

Sep 2000 – Sep 2002

Created visual effects for feature films like Minority Report and Star Wars Episode II.

Education

New York University – BS

Skills

Instructional design and curriculum development, facilitation, video production, animation, project management.
