





SUSIE CANSLER

INSTRUCTIONAL DESIGNER

CONTACT

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EDUCATION

UNIVERSITY OF TEXAS - AUSTIN

Bachelor of Science - Film & Video
Production **2009 - 2013**

PROJECT MANAGEMENT ESSENTIALS CERTIFICATE

FranklinCovey **2023**

SKILLS

Curriculum development and learning
measurement strategy (ADDIE,
Gagne's, Bloom's, Kirkpatrick's, Agile)
eLearning authoring
Graphic design
LMS administration
Video editing
Project management

PROGRAMS

Articulate Storyline & Rise
Adobe CC Suite - Premiere,
Photoshop, Illustrator, After Effects
Camtasia, Canva, Vyond

EXPERIENCE

TIKTOK - Sr. Instructional Designer, Monetization Integrity

2022 - Present

- Developed templates and toolkits that enabled rapid scalable ILT, infographic, and comms creation, reducing development time by 40% and achieving an average LSAT of 94%
- Developed 3 day leadership curriculum for entry-level through director level with an LSAT of 98% and 96% job applicability
- North America ID team lead for internal operational training on ad moderation policy launch readiness and global political content
- Defined global learning content strategy across 5 workstreams reducing development time by 80 days per quarter

GENERAL ASSEMBLY - Learning Experience Designer

2021

- Key contributor to GA's flagship top performing digital marketing course
- Defined key skills, competencies, learning objectives, and pathways within self-directed asynchronous eLearning courses
- Collaborated with digital marketing SMEs to design and develop content for learning modules, assessments, and support materials

HULU - Instructional Designer, Viewer Experience

2018-2020

- Managed and optimized internal knowledge base materials lowering AHT by 18% over 6 months
- Improved onboarding time to proficiency by 15%
- Developed a library of eLearnings, microlearnings, product tour videos, and educational multimedia for CS agents

CXL INSTITUTE - eLearning Product Manager

2016-2018

- Helped CXL institute grow from inception to \$1 mil annual revenue in <2 years
- Tracked and optimized learner engagement with 87% retention
- Recruited, onboarded, and developed curriculum alongside digital marketing and CRO specialist SMEs
- Conducted user research to inform course production pipeline