

Amy Tuffin

Senior Instructional Designer | Learning & Development Specialist

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PROFILE

Senior Learning & Development and Instructional Design professional with 18 years of experience designing engaging learning for professional and technical audiences. Experienced in end-to-end development of e-learning, self-paced, classroom and blended learning solutions, with strong capability in storyboarding, scripting, SME collaboration, stakeholder management and content quality.

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| • Instructional design | • Learning design |
| • E-learning development | • Blended learning |
| • Storyboarding & scriptwriting | • Learning needs analysis |
| • SME & stakeholder management | • Articulate Storyline / Rise |
| • Content quality assurance | • LMS administration & support |
| • Coaching & mentoring | • AI-assisted content development |

PROFESSIONAL EXPERIENCE

Senior Instructional Designer

IT Governance | Remote | Nov 2022 - Present

- Lead senior-level instructional design activity across e-learning, self-paced and classroom learning solutions within a specialist cyber security, governance and compliance environment.
- Manage day-to-day team activity in the absence of senior leadership and act as a first point of contact for selected stakeholders.
- Coach and mentor colleagues on instructional design practice, SME engagement, storyboarding and effective use of authoring tools.
- Lead best practice for AI-assisted content development, helping streamline workflows and improve consistency across the team.
- Translate complex technical subject matter into clear, engaging and accessible learner experiences.

Instructional Designer

IT Governance | Remote | Aug 2020 - Nov 2022

- Designed and developed e-learning, self-paced and classroom learning solutions for retail-market clients.
- Partnered with cyber security and governance SMEs to create e-learning in Articulate Storyline and accredited self-paced and classroom courses in Articulate Rise.
- Redesigned the organisation's e-learning template to modernise course appearance, simplify navigation and improve the learner experience.
- Contributed to bespoke client learning projects, including work for Warner Bros and the NHS, supporting consultation and peer review activity.
- Authored original learning content independently, including a course on unconscious bias.
- Supported less experienced colleagues with SME management, scripts, storyboards and authoring tools.

Resources Manager

Unitas | Norwich | Nov 2018 - Oct 2019

- Proofread, edited and coordinated distance learning materials for University of Suffolk-accredited BA courses in the youth justice sector.
- Worked with distance learning specialists and software developers to strengthen content standards and learner engagement.
- Wrote assessment questions contributing to students' overall marks.
- Managed daily remote collaboration with freelance writers, SMEs, proofreaders and developers to keep materials on track for release deadlines.

Learning & Development Officer

Birketts LLP | Norwich | Oct 2012 - Nov 2018

- Delivered IT learning and support to lawyers, secretaries and business support staff across a workforce of more than 600 employees.
- Redesigned a one-day induction programme into a six-month modular learning plan tailored to role requirements.
- Developed and delivered a firm-wide training schedule across multiple branches, including bite-sized IT training sessions.
- Led testing, design, coordination and delivery for major IT rollouts, including new practice management and document management systems.
- Documented robust business-as-usual processes with key stakeholders across Business Systems, Marketing and HR.
- Supported development of a talent management framework for secretarial staff.

SYSTEMS & SOFTWARE

E-learning / instructional design: Articulate Storyline, Rise and Review (Advanced); Camtasia, VideoScribe (Intermediate)

Video editing / graphic design: Adobe Illustrator, Vimeo, Animaker, Articulate Replay 360 (Advanced); Adobe Photoshop, Adobe Premiere Pro (Intermediate)

Learning management systems: Moodle (Advanced); Kallidus (Intermediate)

EDUCATION

Northgate High School / Sixth Form, Ipswich