

Lydia Maguire

Portfolio: lydiamaguire.com

Contact: (908) 812-2285 • LCMaguire5@gmail.com • San Diego, CA

PROFESSIONAL SUMMARY

Creative Instructional Designer with diverse background in curriculum development, training, educational technology, and learning theory. Proven ability to translate complex information into engaging and effective learning materials.

SKILLS

- Articulate Storyline & Rise
- Adobe Creative Suite & Captivate
- Microsoft Office Suite
- Camtasia
- Microsoft PowerPoint
- Learning Management Systems
- SharePoint
- Strong verbal & written communication

WORK HISTORY

Graphic Designer (Contract) | Soul Motorsports | San Diego, CA | 10/2024 – Present

- Created a comprehensive brand identity package, including logo, color palette, and typography to be used on web, social media, and merchandise
- Building visually-appealing and user-friendly website to showcase events, multimedia, and products
- Editing promotional photo and video content including racing highlights, promotional videos, and social media content
- Producing corporate materials, such as stickers and business cards aligned with the established brand identity

Compliance Liaison | Aya Healthcare | San Diego, CA | 09/2021 – 05/2024

- Developed and delivered educational programs, including e-learning modules for healthcare professionals
- Facilitated training sessions for colleagues on technology and data systems, including multiple vendor management systems
- Applied adult learning models (such as ADDIE) to create engaging and impactful training materials
- Utilized a Learning Management System (LMS) Workramp to manage online training content, including uploading courses and collaborating with the training team

Training Specialist | Nifty Keto, LLC | San Diego, CA | 09/2018 – 07/2021

- Produced informative training programs, including instructor-led training and e-learning modules for sales team and food handlers for a nutrition company
- Delivered training for nutrition and customer outreach for the sales departments, both virtually and in-person, to a diverse audience of employees
- Provided ongoing support and coaching to new trainees and assisted with customer outreach

Graphic Design Educator | Scotch Plains Education Board | Scotch Plains, NJ | 09/2012 – 06/2018

- Utilized technology to teach over 100 students in introductory to intermediate Graphic Design, leading to an expanded Digital Arts program
- Developed exciting and effective instructional materials for lessons in design software, incorporating various learning activities to cater to a variety of learning styles
- Conducted continuing education workshops for faculty, fostering a collaborative learning environment and ensuring knowledge retention through interactive assessments

EDUCATION

Certificate in Articulate Storyline & Rise | Oregon State University

Master of Teaching | The College of New Jersey

Bachelor of Fine Arts in Graphic Design | The College of New Jersey