

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 (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

- Dedicated instructional design and program measurement for L&D offerings including coaching, DEI, communications, and leadership
- North America ID Lead for internal operational training on ad moderation policy and political content
- Lead of scalable solutions taskforce to minimize redundant training efforts globally and templatize learning solutions

GENERAL ASSEMBLY - Learning Experience Designer

2021

- 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

- Created product tour videos and educational multimedia
- Developed eLearning and a library of microlearnings for CS agents
- Managed and optimized internal knowledge base materials

CXL INSTITUTE - eLearning Product Manager

2016-2018

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