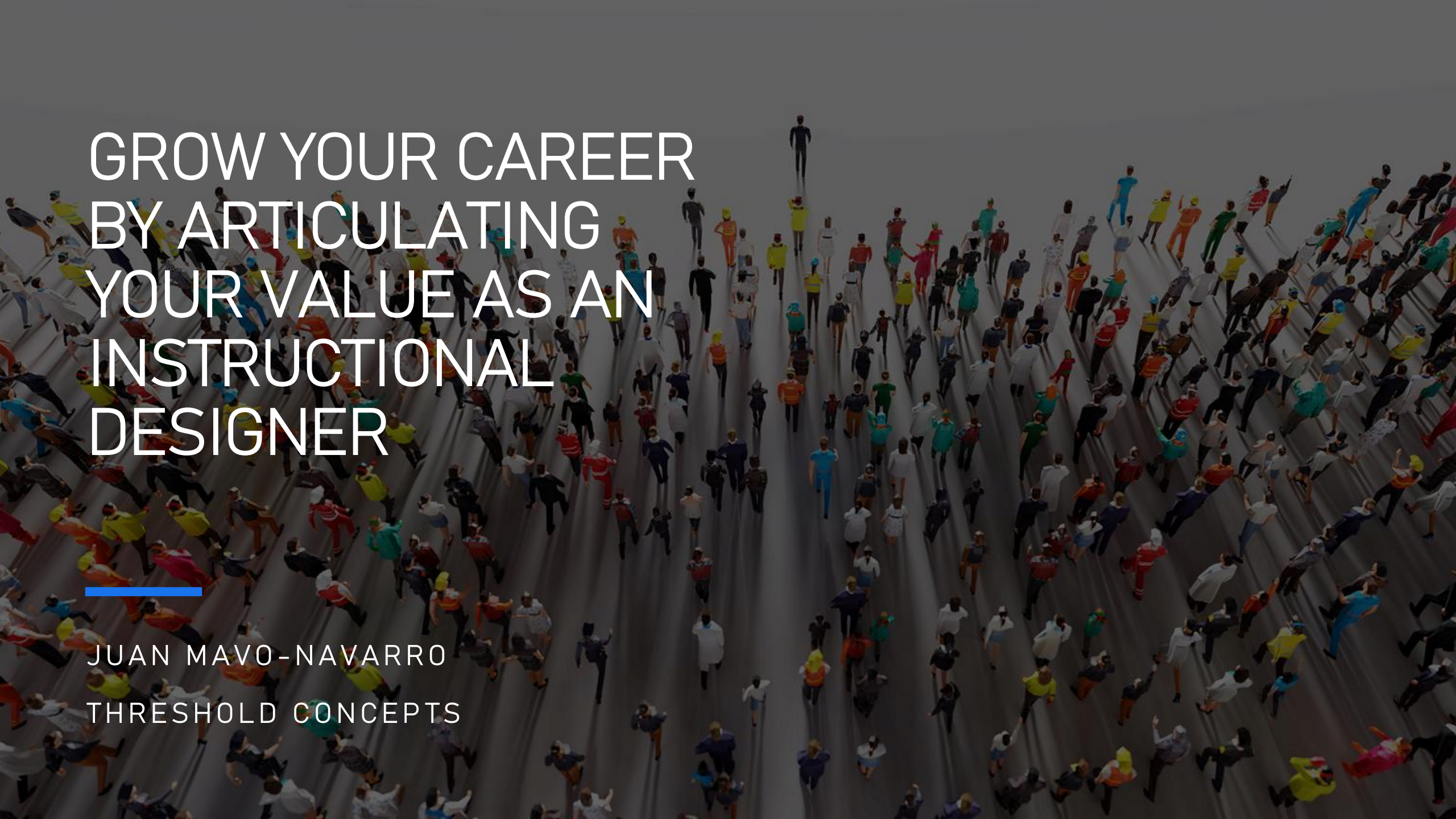


A high-angle, top-down view of a massive crowd of people running on a grey, sloped surface that resembles a giant staircase or a ramp. The people are densely packed and moving in various directions, creating a sense of chaotic energy. They are wearing a wide variety of colorful clothing, including bright yellows, oranges, reds, blues, and greens, which contrasts sharply with the monochromatic grey background. The perspective is from directly above, looking down at the runners as they move away from the viewer towards the top of the slope.

GROW YOUR CAREER BY ARTICULATING YOUR VALUE AS AN INSTRUCTIONAL DESIGNER

JUAN MAVO-NAVARRO
THRESHOLD CONCEPTS

About Juan:

- Instructional Designer & Learning Consultant
- University Lecturer and ContEd Instructor
- Learning Leader in University Continuing Education
- Speaker and (aspiring) Author



Connect with Juan



What
employers
are looking
for?

What employers are looking for?

Organization: A Buffalo-based regional bank in the financial services sector, operating for over 165 years with ~22,000 employees and nearly \$9B in annual revenue.

Education and Experience Required:

- Bachelor's degree or certificate in Instructional Design with 4+ years' experience in training and development or instructional design. In lieu of a degree, a combined minimum 8 years' education and relevant experience.
- Advanced technical writing and editing skills required
- Ability to author and edit content utilizing tools including Articulate Storyline or Adobe Captivate
- Excellent oral communication and interpersonal skills required
- Critical thinking, analysis, and synthesis skills required
- Skills in planning, organizing, and project management required
- Ability to work collaboratively and creatively in a deadline driven environment
- Manage multiple projects at different stages, while meeting deadlines and quality standards
- Experience with Learning Management Systems

Education and Experience Preferred:

- Advanced degree in Instructional Design, Curriculum Design, or Adult Education
- Experience designing and creating web-based and/or video training for adult audiences leveraging Camtasia, Adobe Premier, Audacity, Vyond, and VideoScribe preferred
- Experience in training and development, technology, financial and banking services preferred
- Provides oversight of work performed by external vendors as needed.
- ATD certification preferred

What employers are looking for? (cont'd)

Organization: A Charlotte-based energy provider in the utilities sector, operating for over 120 years with a workforce of 27,000 and annual revenues of nearly \$29 billion, serving millions across the U.S.

Desired Qualifications

- Bachelor's Degree
- 3-Years of related work experience and one or more licenses and/or certifications in the Learning & Development field (examples: ATD, CPLP, INPO, other certified training courses, etc.)
- Demonstrated knowledge of principles, practices, policies, regulation, and current trends and events in the training environment.
- Experience with content development tools such as Storyline, Camtasia, Photoshop, Premiere, After Effects, HTML, etc.
- Experience in graphic design
- Experience with developing training associated with regulatory compliance (e.g. Fall Protection, Confined Space, Migratory Birds, etc.)
- Experience in facilitating instructor-led (ILT) or virtual instructor-led (VILT) classes.
- Project management experience
- Experience with Lean principles and design approaches.

Additional Preferred Qualifications

- Four-year degree from and accredited college/technical school in Instructional Systems Design, Training and Development, Learning Technologies, Graphic Design, or other training related field
- Experience with instructional systems design processes (ADDIE, SAM, SAT)
- Experience with conducting a needs analysis
- Demonstrated application of adult learning principles, Blooms taxonomy, etc.
- Experience with implementing formal learning evaluation methodologies (Kirkpatrick, Phillips)
- Demonstrated proficiency with Articulate Storyline
- Ability to analyze and apply new training methods, applications, trends, and events impacting the field of adult learning
- Demonstrated project leadership skills to manage complex projects and to develop innovative, creative learning solutions that address knowledge, skills and attitude gaps leveraging efficient design
- Experience with synchronous/asynchronous approaches

What employers are looking for? (cont'd)

Organization: A Pennsylvania-based public research university in the higher education sector, it has operated for over 170 years, employs 25,000+ staff, and manages an \$8.6B annual budget across multiple campuses.

What we are looking for:

- A strong foundational knowledge of learning science and instructional design to assist faculty in the design and development of the College's teaching and learning efforts.
- A creative and innovative thinker with the ability to apply research-based learning and pedagogical theories, universal design principles, assessment strategies, and best practices.
- Excellent communication skills and enthusiasm for building relationships with faculty and staff across diverse teams and stakeholder groups.
- Enthusiasm for exploring and implementing current approaches to online learning, including problem-based learning and case-based learning, as well as maintaining a constant focus on copyright, usability, responsible use of Generative AI, and accessibility requirements and standards.
- A commitment to continuous learning and professional development in instructional design practices.

What would set you apart:

- Experience designing online and hybrid courses in a higher-education context.
- Experience with academic teaching, current and emerging learning and technology trends, content management systems, and learning management systems such as Canvas.
- Knowledge of laws and regulations associated with ADA compliance, including sections 504 and 508, WCAG compliance, and accessibility considerations for online learning.
- Demonstrated curiosity about emerging educational technologies and willingness to experiment with new approaches.
- A track record of seeking feedback and iterating on designs based on learner outcomes and stakeholder input.

Education and experience:

- This position requires a Master's degree (or higher) in instructional design, learning science.

What employers are looking for? (cont'd)



Instructional Designer - 118589 ✓
The Johns Hopkins University
Baltimore, MD (Remote)



Senior Instructional Designer ✓
Atlassian
United States (Remote)



Instructional Designer I
Navy Federal Credit Union
Vienna, VA (Hybrid)



eLearning Instructional Designer ✓
Koniag Government Services
Alexandria, VA (On-site)



Instructional Designer ✓
Michaels Stores
Irving, TX



Instructional Designer
Columbia College
Missouri, United States (Remote)



Sr. Instructional Designer ✓
IBM
Durham, NC (Remote)



Instructional Designer ✓
Morgan Stanley
Columbus, OH



Instructional Design Partner ✓
New York Life Insurance Company
New York, NY



Instructional Design Specialist ✓
University of Oklahoma
Norman, OK (On-site)



Instructional Designer ✓
American Express
Sandy, UT (Hybrid)



Sr. Learning Experience Designer, Amazon Transportation Services (ATS) ✓
Amazon



Learning Experience Designer & Facilitator ✓
Squarespace
New York, NY (Hybrid)



Learning & Development Specialist ✓
Philip Morris International
Stamford, CT (Hybrid)



Learning Experience Designer ✓
Workday
Atlanta, GA (Hybrid)



Which duties
stand out the
most?



Which ones
seem most
critical?

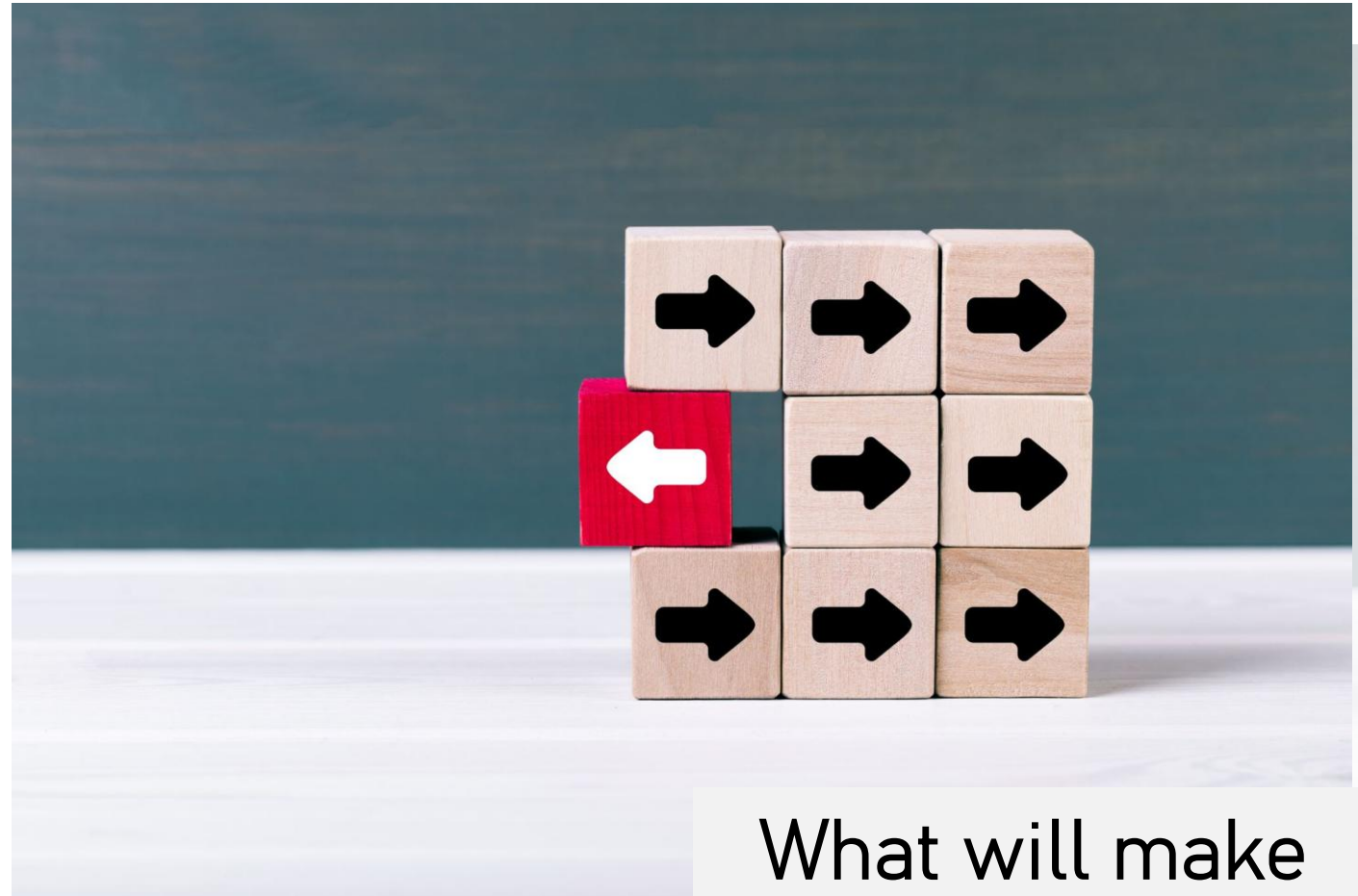


Which
expectations
are reasonable,
and which are
not?

What employers are looking for? (cont'd)

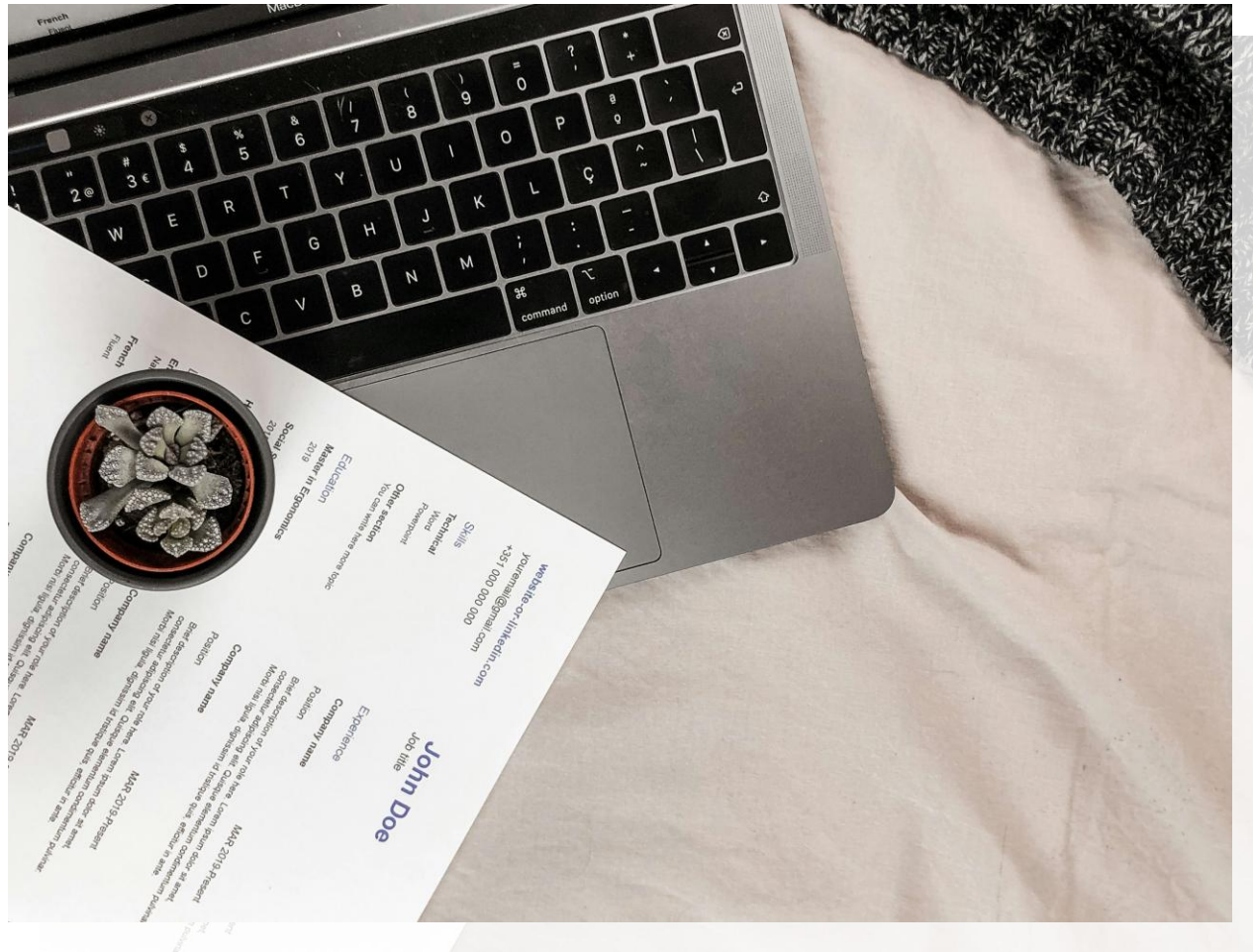
Your “Table Stakes”

- Strong grasp of **learning theory and instructional design principles** to create effective educational experiences.
- Proficiency with **learning technologies and authoring tools** for digital content development.
- Solid **project management skills** to coordinate timelines, resources, and deliverables efficiently.
- Clear and collaborative **communication abilities** to work with stakeholders and subject matter experts.



What will make
you stand out?

Showcasing your experience



Your resume has
one job

Showcasing your experience (cont'd)



If you have:

- Unusual job titles
- Short tenures
- Freelance work

Make sure your resume:

- Lists **formal education** (degrees) and **training** in instructional design
- Outlines the **duties you performed** and the **specific deliverables (and achievements)** you produced
- Highlights **your area of specialization within instructional design** to demonstrate expertise and focus

Showcasing your experience

You have one job
during your
interview



Showcasing your experience (cont'd)



As for your foundational knowledge:

- Define your **learning philosophy** to reflect your instructional approach
- Reference **key learning theories or frameworks**
- Describe **how you measure learning outcomes** to demonstrate effectiveness
- Explain your **content sourcing strategy** to highlight research and curation skills

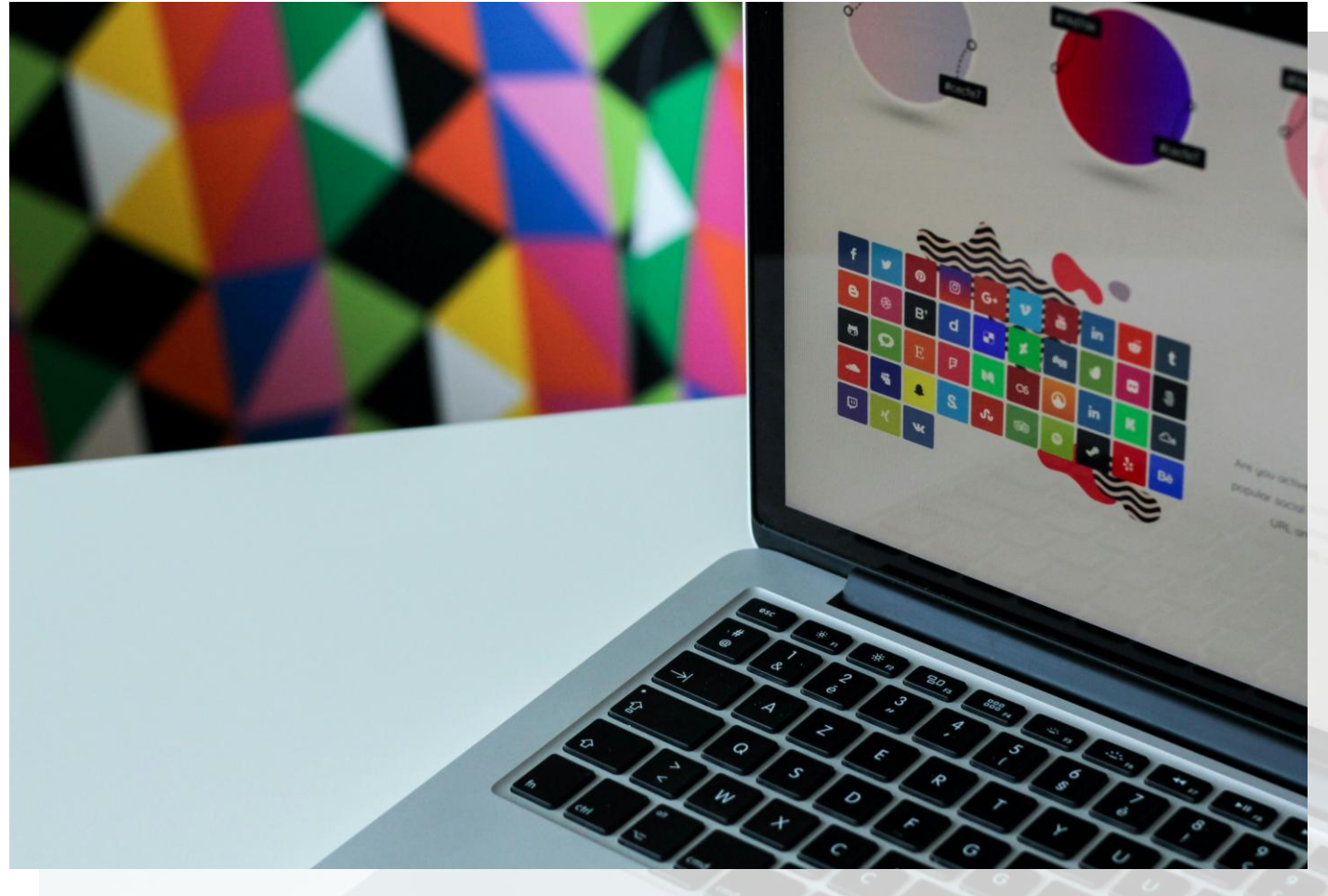
Showcasing your experience (cont'd)

If you have:

- A level of proficiency in a laundry list of tools, apps and systems

Be creative in how you present it:

- Group tools by function to show clarity and organization
- Emphasize your **ability to quickly learn new tools** and describe your learning approach
- Provide portfolio links that demonstrate your **technical skills** in action
- Be **purposeful** when name-dropping tools during your interview



Showcasing your experience (cont'd)



So, your portfolio:

- Outline your development process to show strategic thinking and workflow
- Mention design challenges to highlight adaptability and problem-solving
- Identify a standout module and explain why to showcase impact and resourcefulness
- Clarify the learning need behind a module to demonstrate audience awareness

To fit or not to fit



Technical knowledge and creativity are not key metrics for fit:

- Be ready to **showcase your strongest skills** with confidence and clarity
- Reflect on **areas for growth** to show self-awareness and a learning mindset
- **Demonstrate your potential**, even if you don't meet every listed requirement
- **Share a personal story** that illustrates how you handle conflict constructively

To fit or not to fit (cont'd)

Strong
Skills

Critical Thinking & Stakeholder Engagement:

- Tell me about a time you were asked to develop a learning module but questioned the rationale behind it. How did you approach the situation and communicate your concerns?

Resilience & Adaptability:

- Describe a situation where you faced a major challenge during a project. How did you handle it and what was the outcome?

Collaboration & Communication:

- Share an experience where miscommunication affected a project. How did you resolve it and what did you learn from it?

To fit or not to fit (cont'd)

Competency
Gaps

Self-Awareness & Growth Mindset:

- Tell me about a time you identified a skill you needed to improve. What steps did you take to develop it?

Confidence & Learning Agility:

- Describe a situation where you were expected to use a skill you weren't fully confident in. How did you handle it and what was the result?

Prioritization & Development Planning:

- After reviewing a role or project, how have you determined which of your skills needed the most improvement, and how did you address it?

To fit or not to fit (cont'd)



Potential

Lifelong Learning & Curiosity:

- Tell me about a time you actively pursued learning outside of your formal responsibilities. What motivated you and what did you gain?

Self-Improvement & Drive:

- Describe a situation where you challenged yourself to grow professionally. What steps did you take and how did it impact your work?

Goal Setting & Initiative:

- Share how you've approached setting short-term learning goals in a new role. What did you prioritize and why?

To fit or not to fit (cont'd)

Navigating Workplace Disagreements:

- Tell me about a time you encountered a conflict with a colleague. How did you handle it and what was the outcome?

Resolving Tension Under Pressure:

- Describe a situation where a critical project was affected by interpersonal conflict. What steps did you take to resolve it?

Empathy and Perspective-Taking:

- Share an example of when you helped mediate a misunderstanding between team members. How did you approach the situation and what did you learn?



Why would
you look for a
mentor?

A woman with long dark hair and glasses is shown in profile, speaking and gesturing with her right hand. She is wearing a white top and a ring. In the background, another person is seated at the same table, holding a glass. The table is set with a white tablecloth, a glass bottle, and some food. The scene appears to be a social or professional gathering.

Why should
you seek a
mentee?

Mentorship and career advancement

Mentorship is truly transformational:

- **Accelerates professional growth** by offering guidance on best practices and design strategies.
- **Builds confidence** through constructive feedback and support in navigating complex projects.
- **Fosters innovation** by encouraging exploration of new tools, technologies, and learning models.
- **Strengthens collaboration skills** through shared experiences and peer learning.
- **Promotes continuous learning** by modeling a growth mindset and lifelong development.



Mentorship and career advancement (cont'd)

5X

Employees with mentors are 5x more likely to be promoted

76%

76% of professionals believe mentorship is crucial for growth

97%

97% of people with mentors say the relationship is valuable

70%

70% of mentored small businesses survive five years or more

Mentorship and career advancement (cont'd)

Where can I find a mentor?

- **Leverage professional networks** like LinkedIn or ATD to connect with experienced instructional designers
- **Join industry communities** such as online forums, Slack groups, or local meetups focused on learning design
- **Attend conferences and webinars** to meet potential mentors and engage in meaningful conversations
- **Reach out to alumni or former colleagues** who have advanced in the field and may be open to mentoring
- **Ask within your organization.** Many companies have informal or formal mentoring programs you can tap into

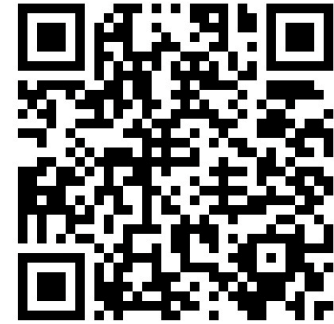


Closing thoughts

- Job postings can feel overwhelming, but **focus on the strengths and potential you bring**. Remember, you offer unique value
- **Your resume's only job is to land you an interview**. Tailor it carefully and use AI tools (i.e. Rezi, Jobscan, Resume.io) to optimize it for applicant tracking systems
- In interviews, **highlight how you're a strong fit for the role while also evaluating if the organization aligns with your values and goals**
- **Mentorship and meaningful connections can accelerate your career**. Reach out with humility and curiosity to start building those relationships

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