

Bridget Larkman

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[LinkedIn](#) | [Portfolio](#) | [Website](#)

INSTRUCTIONAL DESIGNER

Learning Experience Designer | Course Developer | Content Creator | eLearning Developer

Designing learning that connects strategy, creativity, and technology to inspire real-world performance.

Creative Instructional Designer with 15+ years of successfully crafting immersive eLearning and hybrid training solutions. Passionate about transforming ideas into visually engaging, interactive experiences that captivate and motivate learners. My work combines research-based methods with thoughtful technology use to make information easy to absorb and apply.

*Visual and Graphic Design | Learning Technology | Instructional Strategy
Evaluation & Assessment | Student Engagement | Storyboarding & Scripting
Training | Blended Learning Solutions | Program Development | Customized Learning*

PROFESSIONAL EXPERIENCE

Founder | Instructional Designer & Tutor

Lead Into Learning

2022-Present

- Designed customized digital learning materials and visual assets that aligned with instructional objectives and student data, blending creative design with evidence-based learning strategy.
- Develop visually engaging resources and assessments using Canva, Google Workspace, and interactive EdTech tools, driving 100% of students to achieve measurable classroom improvement.
- Created and managed the Lead Into Learning brand and website, showcasing services, testimonials, and results that expanded community visibility and client retention.

Instructional Design Fellow

Teacher Transition | Complete Horses

2024-2025

- Designed an eLearning course in Articulate Rise 360 for the *Complete Horses Training Program*, applying the ADDIE framework to create interactive modules and scenario-based assessments that improved learner retention by over 30% during pilot testing.
- Developed and showcased a professional portfolio website in Wix, featuring storyboards, ILT guides, multimedia course elements, and evaluation materials, demonstrating mastery of the full instructional design lifecycle and strong visual communication skills.
- Produced and edited Camtasia video walkthroughs to enhance course engagement and accessibility, integrating audio narration, interactive hotspots, and visual cues to support diverse learner needs.

Graphic & Branding Designer

MobileIMPACT.AZ

2020-2024

- Designed and produced visually compelling graphics for digital, print, and LED billboard campaigns, increasing client visibility and engagement by up to 70% across key regional markets.
- Conceptualized and executed marketing collateral such as brochures, banners, and promotional materials, streamlining workflows and reducing production turnaround time by 30%.

Pre-K & 3rd Grade Teacher

Camelback Desert School | Scottsdale Country Day School

2016-2022

- Designed and implemented interactive, learner-centered lessons integrating EdTech tools (Google Classroom, IXL) to enhance engagement, data tracking, and measurable student growth.
- Applied instructional design and assessment principles to achieve a 100% rating on NAEYC evaluations, contributing to the school's national accreditation for instructional excellence.
- Designed differentiated, data-driven instruction that increased student proficiency on Galileo benchmarks by up to 43%, using performance data to refine learning experiences.
- Created formative and summative assessment systems that guided continuous improvement in teaching methods and contributed to 94% of students exceeding AZ Merit performance scale scores, including three perfect scores.

CERTIFICATIONS & EDUCATION

Instructional Design & eLearning Certificates

Teacher Transition

2025

- Articulate Storyline
- Articulate Rise
- Camtasia
- Vyond Animation
- Instructional Design Certification
- Instructional Design Fundamentals
- Instructional Design Process (ADDIE)
- Instructor-Led Training
- Virtual Instructor-Led Training
- eLearning Development

Highly Qualified Teacher Certification

Arizona Department of Education

2017

Master of Education in Early Childhood Education

Cleveland State University

2006-2010

Bachelor of Science in Human Development and Family Studies

Minor in Education

The Ohio State University

2001-2005

TECHNICAL SKILLS

eLearning Tools:

Articulate 360 (Storyline, Rise) | Vyond | SCORM Publishing

Design & Media:

Canva | Adobe Illustrator | Adobe Photoshop | Multimedia Production | Visual Branding

Learning Platforms:

Google Classroom | Canvas | Microsoft Teams | Zoom | Clever | IXL

Development & Hosting:

Wix | Squarespace | GitHub | Vercel | Google Workspace | Microsoft Office Suite | GoDaddy

Instructional Design Processes:

ADDIE | SAM | Storyboarding | Scenario-Based Learning | QA & Accessibility Standards