

Shannon Pittman-Price

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PROFESSIONAL OVERVIEW

Story-driven instructional designer and former journalist with 8+ years of instructional design experience and 6 years teaching middle school English. Combines expertise in journalism, education, and learning design to develop engaging lessons, eLearning, instructional videos, and educational resources that make complex topics accessible to learners. Experienced in managing projects from needs analysis through delivery, collaborating with cross-functional stakeholders, and creating learning experiences that support critical thinking and informed decision-making.

INSTRUCTIONAL DESIGN EXPERIENCE

Instructional Designer | Langley Federal Credit Union, Newport News, VA July 2024 - Present

- Lead organizational training projects end to end as the primary instructional designer, from needs analysis through delivery, partnering with stakeholders across departments.
- Build eLearning courses in Articulate 360 and create and edit instructional videos in Vyond for frontline and operations staff.
- Deploy and monitor learner metrics in the learning management system, Docebo.
- Design and develop financial literacy curriculum for Langley at Work, a portal for K-12, university, community, and business partners, including eLearning, facilitator guides, participant guides, and slide decks.
- Create systems implementation training and job aids, plus manager toolkits that help leaders sustain learning with their teams.

Instructional Designer | Elizabeth Glaser Pediatric AIDS Foundation, Remote June 2021-December 2023

- Revamped the instructor-led virtual manager training program, creating eight lessons with activities, slide decks and facilitator guides used across multiple countries in Africa.
- Partnered with subject matter experts across departments to build accessible self-paced, in-person and virtual training for onboarding, and skills-based training.
- Designed and developed online courses in Articulate 360, and wrote and produced instructional videos in Vyond and Camtasia.
- Managed the organization's learning management system, using course data to keep the course catalog current, and maintained a shared learning resource repository.
- Wrote a monthly learning and development newsletter for all staff and managed external learning partnerships.

Freelance Instructional Designer and Writer | SJ Creative Co, Remote January 2020-Present

- Design eLearning and in-person training for clients in education, technology, hospitality, and government. Clients have included IBM, Zoom, BioPlan, and Microsoft Advertising.

Junior Instructional Designer | ICF, Remote November 2020-June 2021

- Designed instructor-led and technology-delivered training, design documents, and storyboards for the U.S. Air Force, National Institutes of Health and Centers for Disease Control and Prevention.

Instructional Developer | General Dynamics Information Technology, Chesapeake, VA July 2019- October 2020

- Designed interactive courseware, learning objectives, storyboards, and job aids to meet U.S. Navy training requirements; supported technical writing and quality reviews.

Instructional Designer | Hampton University, Hampton, VA March 2018-July 2019

- Collaborated with faculty to design and develop online courses for their students and created eLearning modules for faculty.
- Trained faculty on Blackboard and online learning tools, including creating new faculty orientation for Hampton U Online.

K-12 TEACHING EXPERIENCE

Middle School English Teacher | Hampton City Schools

August 2017-February 2018

Newport News Public Schools

August 2012-July 2017

- Taught sixth grade English Language Arts to more than 450 students across two districts in collaborative classrooms that included students with IEPs.
- Differentiated instruction and adapted materials to meet a wide range of reading levels and learning needs.
- Designed engaging lessons, including media literacy lessons, aligned to Virginia Standards of Learning, using weekly assessments and student growth data to adjust instruction.
- Facilitated large and small group discussions that built reading, writing, and critical thinking skills.
- Created and managed the school's social media pages.

JOURNALISM EXPERIENCE

Online Associate Producer | Daily Press, Newport News, VA

December 2007-August 2010

- Reported, shot, and edited video news stories for dailypress.com, delivering timely digital news coverage.
- Created, edited, and distributed *Daywatch*, the newspaper's online newsletter, curating news content for digital audiences.
- Wrote and edited news content, headlines, and summaries for clarity, accuracy, and online readability.
- Published and maintained website content, collaborating with reporters and editors to prioritize stories and ensure timely online updates.

EDUCATION

M.S.Ed., Instructional Design and Technology; Teacher Licensure, English 6-12,
Old Dominion University

Graduate Certificate, E-Learning
George Mason University

M.S. New Media
S.I. Newhouse School of Public Communications, Syracuse University

B.S. Journalism and Mass Communications
North Carolina A&T State University

LICENSURE AND CERTIFICATIONS

Virginia Teaching License, endorsed in English 6-12 and Journalism	Active
Change Management Certification, Prosci	2025
Strategic Storytelling Certification, eCornell	2023
Content Writing Certificate, eCornell	2023
Project Management for Development Professionals, PM4NGOs	2022
Articulate Storyline 360, Yukon Learning	2021
Writing for Instructional Design Certificate, ATD	2021

TECHNICAL SKILLS

Articulate 360	Camtasia	Vyond	Canva Pro
Photoshop	Docebo LMS	Blackboard LMS	Canvas LMS
Microsoft Office	Google Suite	Sharepoint	Slack