

Johnetta Harris

Instructional Designer | eLearning Developer | Enablement Specialist

Contact

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Professional Summary

Instructional Designer creating innovative, AI-powered learning experiences that engage, upskill, and empower diverse teams. Known for transforming complex content into clear, actionable learning programs that drive performance and adoption.

Tools & Skills

- Mindsmith
- Articulate Rise & Storyline
- Seismic
- Vyond
- Camtasia
- Canva
- AI Tools (Gemini, Claude, HubGPT, NotebookLM)
- Accessibility (WCAG)
- Instructional Design Strategy
- Project Management
- LMS Administration

Education & Certifications

- **Masters, Biology**
Miami University
- **Bachelors, Psychology**
University of Maryland Global Campus
- **Graduate Certificate, Online Learning**
Duke University
- **Professional Scrum Master I**
Scrum.org
- **UX Design Professional Certificate**
Google
- **Professional Educator**
Florida Department of Education
- **Clinical Educator Trainer**
St Johns County School District

Experience

- **Instructional Designer (Contract)**
HubSpot July 2025 - Present
 - Developed interactive eLearning, podcast, and video content for global teams.
 - Leveraged AI tools (Gemini, Claude, HubGPT, NotebookLM) to streamline production and enhance learning quality.
 - Partnered cross-functionally with design, project, and content teams to create scalable training, improved learner engagement, and content consistency.
 - Led quality assurance processes, ensuring accessibility, brand alignment, and measurable learner impact.
- **Senior Instructional Designer & Project Manager (Contract)**
DashLabs, LLC 2024 - Present
 - Managed end-to-end design projects for corporate, government, and higher-ed organizations.
 - Revived off-track projects through agile planning and proactive stakeholder management.
 - Supervised designers, streamlined documentation with AI-assisted workflows.
 - Ensured timely, high-quality deliverables aligned with client goals.
- **Instructional Design Assistant**
Florida State University (HR Department) 2024 - 2025
 - Developed and implemented interactive, accessible training modules for university personnel using Rise, Camtasia, and Adobe Creative Suite.
 - Transformed complex HR policies into engaging eLearning aligned with compliance and performance initiatives.
- **Freelance Instructional Designer & Consultant**
Various Clients 2023 - Present
 - Designed customized eLearning solutions for education, nonprofit, and sustainability sectors using Rise, LearnDash, and H5P.
 - Created gamified and interactive content rooted in adult learning theory and accessibility principles.
- **Learning Designer & Educator**
St. Johns County School District 2019 - 2024
 - Founded and expanded STEM and Veterinary Science programs recognized for innovation and student impact.
 - Secured multiple competitive grants and earned Rookie Teacher of the Year at Palm Valley Academy.
 - Featured in educational publications for program design and experiential learning innovation.