

# 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.