



# TAYLOR SONGER

Durango, CO | [www.taylorsongerdesign.com](http://www.taylorsongerdesign.com)

A creative, problem solver and design minded professional with extensive expertise that drive user and business success. Strong experiential and educational background in the visual arts, organizational logistics, project management, and curriculum development. Proven strength in communicating complex concepts concisely and creatively through excellent written and visual design skills. Recognized for the ability to deliver impactful results while leading in fast-paced, dynamic environments.

## AREAS OF EXPERTISE

- Core Design Principals
- Technical Proficiency
- Communication
- Time Management
- Client Collaboration
- Visual Storytelling
- Project Management
- Creativity
- Problem-solving

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## PROFESSIONAL EXPERIENCE

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**CURRICULUM DESIGNER**, *Remote* 2014 - Present  
*Abakadoodle Art Education Inc.*

- Utilize content development tools to design and develop creative, learner-centered art curriculum for instructor-led classes.
- Apply design and technical writing skills to create over 200 lessons with corresponding samples, job aids and marketing materials.
- Consistent demonstration of effective content creation through an overall increase in franchise ownership.
- Lead multiple projects and phases including analysis, design, storyboarding, development, iteration and evaluation.
- Increased efficiency within development platforms by 50%.
- Report to management for feedback to ensure all curricular content meets business objectives and goals. Goals met with 98% consistency. Goals exceeded 70% of time.

**VISUAL INSTRUCTOR**, *Durango, CO* 2017 - Present  
*Durango School District 9R*

- Develop effective learning experiences in multiple modalities for over 400 students including instructor-led, video and tutorials, blended, and eLearning content.
- Teach digital design programs used to create visuals and animations.
- Use spreadsheets to track progress toward learning objectives and to analyze standardized data to improve instruction.
- Write learning objectives, chunk content, design and facilitate micro-learning experiences.
- Standardized assessments showed an increase in grade-level proficiency from 68% to 95% as the result of targeted, individualized instruction.
- Utilize gamification methods to enhance learner motivation and understanding.
- Continuously upskill and stay current on the latest trends in technology and learning.

**PROGRAM COORDINATOR and SUPERVISOR**, *Durango, CO* 2015 - 2017  
*The Garden Project of SW Colorado*

- Managed, trained and integrated a team of young professionals as School Garden Educators.
- Provided consistent feedback to team members both informally and through formal reviews.
- Developed and adapted garden-based education curriculum to meet NGSS and State Science Standards.
- Provided professional development trainings for educators and other public-school employees.

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Professional Experience Continued

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**CERTIFICATIONS**

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Colorado State Educator License: K-12 Visual Arts and K-6  
Introduction to eLearning Design  
Articulate Storyline Essential Training  
Storyboarding, Needs Analysis, Models of Instructional Design, Adult Learners, Working with SMEs

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**EDUCATION**

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**Bachelor of Science, Visual Arts** - The Pennsylvania State University, State College, PA      GPA: 3.94  
Minors: Special Education and Art History

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**AWARDS**

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**Alice Schwartz Mattil Award in Art Education Recipient**

Selected by the Penn State School of Visual Arts Scholarship Committee for the demonstration of hard-work and ability to work well with both students and colleagues.

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**PROFESSIONAL PUBLICATIONS**

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**Co-Author of Adaptive Technologies Course Blog**

Researched and wrote the Art Education section of an adaptive technologies blog. This online blog is used for a Special Education course (SPLED 496) at The Pennsylvania State University.