
QUALIFICATIONS SUMMARY

Learning and Development Manager / Instructional Designer/ AI Educator/ Innovator

I help teams develop a data driven culture of continuous learning so that they can adapt to change and innovate effectively. Accomplished instructional designer specializing in the development of engaging, interactive learning experiences and trainings for corporate audiences of 4.3 million +, higher ed audiences of 56,000 and complex educational technology integrations for K-12. Skilled in curriculum, e-learning, multimedia production, and training materials development, incorporating adult learning theory and technology with applied expertise in **AI Prompt Engineering** and **designing AI and technical courses**. Proven expertise in leading creative teams and developers of Fortune 500 and entertainment companies to produce digital products and content including high profile automotive launches for audiences of up to 800K. Credentialed Instructor and robotics coach, with a Master of Science in Learning Design and Technology and Career Technical Education credential. IT certified in CompTIA + and Network +.

EDUCATION

Master of Science, Learning Design and Technology

Pepperdine University, Malibu, CA - GPA 4.0

Capstone: Advancing Accessibility in Higher Education: Promoting Equity, Inclusion and Innovative Learning

Bachelor of Arts, Theater Arts

California State University, Northridge, CA - GPA 3.4

AREAS OF EXPERTISE

- **Instructional Design:** ADDIE, SAM, Gagne's Nine Events, Social Learning, Constructivism, Kolb's cycle, Project Based Learning
- **eLearning Authoring:** Articulate Storyline and Rise, Adobe Captivate, SCORM, training presentations
- **Learning Management Systems:** (LMS) Canvas, Brightspace, @ONE
- **Multimedia Design:** Adobe Premiere, After Effects, Illustrator, Photoshop, Web Development, Video and Audio Editing, Voiceover
- **Accessibility:** WCAG 2.2, Section 508, Universal Design for Learning
- **LXD:** Needs assessment, evaluation
- Technical Writing, AI Prompt Engineering, ILT, VILT, **training**
- **Project Management:** Agile, Waterfall, Creative Team Leadership, Jira
- **Additional Skills:** HTML, IOS App Coding, Motion Graphics, Data Visualization, Gamification, UX Design, Video production
- **Innovation:** VR, AR, AI, Ed Tech and STEAM technologies

PROFESSIONAL EXPERIENCE

IDLance, SweetRush, Faraday Future, Independent Contractor, Remote

01/2022 – Present

Learning and Design Specialist, Curriculum Developer Instructional Designer

- Architecting the curriculum scope and go-to-market instructional strategy for humanoid and quadruped AI/EAI robotics program in close collaboration with AI and engineering teams to align multi-modal lesson design with system specifications. Directing the end-to-end multimedia asset creation pipeline: live-stream broadcasting, video production, and interactive explainers to facilitate dynamic, real-world live course Instructor-Led Training (ILT) and technical workshops for diverse K-13 audiences.
- Developed and taught the **Generative AI for Small Business** course on **Canvas LMS**, utilizing custom **HTML** and integrating practical projects with multiple **AI LLM solutions** (ChatGPT, Perplexity) and **AI media creation tools**.
- Applying the CPED framework focusing on scholarly practitioners in designing eight (12) courses for an Ed.D. program in Brightspace LMS for La Verne University that incorporates action research projects, and educational technology integrations.
- Ideated art direction for 21 competency-based courses at Coastline College, using DesignPlus integrations in Canvas LMS to facilitate student mastery of defined skills via real-world application. Released in June 2025.

- Collaborated with subject matter experts using ADDIE to design and develop a comprehensive, learner-centered 2-hour training course for flex credit delivered through the Canvas LMS platform for 56,000 higher education faculty members. Used needs assessment, Adobe Creative Suite, WCAG 2.0, UDL best practices.
- Designed technical course content for Coursera certification course, utilizing an AI-powered prompt system to rapidly generate to rapidly generate screencasts, **technical demos, animated explainers**, Vyond animated and live-action storyboards, quiz assessments, and readings.
- Completed eLearning development on fourteen 15–30-minute training objects using Articulate Rise to support the migration of 300 SCORM-compliant courses on the ETSY platform, regarding payment processing, listing management, and moderation.

Santa Ana College, Orange County, CA

04/2025 – present

Adjunct Instructor

Adjunct Faculty at Santa Ana College, delivering non-credit vocational skills instruction. Leveraging my expertise in developing accessible learning experiences on technical topics, I create and facilitate instructor-led training incorporating WCAG accessibility features and UDL best practices. @One Online teaching and learning certification with the California Community Colleges. Courses taught: Generative AI for Small Business, Information Technology Basics (Tier 1 & 2), and Business Skills Lab.

Garden Grove Unified School District & Mater Dei High School, Orange County, CA

06/2019 – 06/2024

Instructor & Robotics Coach

- Developed innovative ILT, project-based learning environments that leveraged Ed Tech, AI, machine learning, augmented reality, and STEAM technologies to foster student-centered, collaborative, and constructivist learning experiences, enhancing critical thinking, problem-solving, and creativity for diverse learners.
- Robotics expertise in kits and competitions: **Vex, Tetrix, First Tech Challenge, First Robotics Competition, Femineers**
- Course design using Kolb's cycle to teach coding concepts, multimedia, design thinking, engineering design, and career readiness.
- Researched and secured STEAM technologies grants to boost innovation, including Unity for Education with ten VR headsets and **Birdbrain Technologies** Kits impacting 100 students. Used Gamification to boost engagement.

Independent Contractor, Greater Los Angeles Area, CA

03/2008 – 06/2019

Senior Project Manager

Creative team leadership of cross-functional teams of 20+ people to produce digital products and content using waterfall and Agile methodologies. Managed projects for Fortune 500 brands with budgets up to 300K, including VMware, Sony PlayStation, Toyota, and Disney. Led production of multimedia, web-based training, e-learning, websites, mobile applications, and video content. Capacity building, risk management, and flexibility under pressure.

ADDITIONAL EXPERIENCE

- IOS Designer & Developer | **Midsummer Dream Digital (Apple Scholar 06/2018)**
- Senior Digital / e-Learning Project Manager | **Apex Events** (Clients: Audi, Lexus, Mercedes)
- 3D/VFX Producer | **RTT USA (3D Excite)** (Clients Toyota, Audi, Hyundai, Kia, Hawker Aircraft)
- 3D Associate Producer | **Saatchi & Saatchi** (Client: Toyota)
- Production Coordinator | **Twentieth Century Fox**

PROFESSIONAL PRESENTATIONS

Heric, V. (2024, August). Spark Student Interest in AI: Using Code.org and Minecraft in the Classroom.

LACOE AI Symposium, Los Angeles, CA.

Heric, V. (2024, February). Empowering Futures: Culturally Responsive STEAM Education Using Career Technical Education for English Language Learners, Trauma-Informed, and Special Education Students.

CA STEAM Symposium. Long Beach, CA.

Chen, W. L. & Heric, V. (2022, March). Technology integration in teaching entrepreneurship and design thinking. *Spring CUE 2022*. Palm Spring, CA.

Heric, V. & Chen, W. L. (2022, July). Reimagining the Design Thinking Process with EdTech Tools. *Innovative Schools Summit 2022*. Las Vegas, NV.

CERTIFICATIONS

Career Technical Education (CTE), CompTIA A+, Network +, Google Certified Project Manager, Minecraft, @One for Canvas LMS

MEMBERSHIP

Computer Science Teacher Association (CSTA), Screen Actors Guild, Producer's Guild, WWDC Apple Scholar 2018, ATD OC