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## QUALIFICATIONS SUMMARY

### Learning and Development Specialist / Instructional Designer/ Innovator

I help teams develop a 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 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, and training materials development, incorporating adult learning theory and technology. 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, with a Master of Science in Learning Design and Technology and Career Technical Education credential.

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## 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

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## AREAS OF EXPERTISE

- **Instructional Design:** ADDIE, SAM, Gagne's Nine Events, Social Learning, Constructivism, Kolb's cycle, Project Based Learning
- **eLearning:** Articulate Storyline and Rise, Adobe Captivate, SCORM, training presentations
- **Learning Management Systems:** (LMS) Canvas, Brightspace, @ONE
- **Multimedia Design:** Adobe Creative Suite, Graphic Design, DesignPlus, 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**
- **Project Management:** Agile, Waterfall, Creative Team Leadership, Jira
- **Additional Skills:** HTML, IOS App Coding, Tableau, Data Visualization, Gamification, UX Design, Video production
- **Innovation:** VR, AR, AI, Ed Tech and STEAM technologies

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## PROFESSIONAL EXPERIENCE

### IDLance, SweetRush, Midsummer Dream Learning, Independent Contractor, Remote

01/2022 – Present

#### Learning and Design Specialist, Instructional Designer

- Applying the CPED framework's focus on scholarly practitioners in designing six 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 Screencasts, 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 expedited migration of 300 SCORM-compliant courses on the ETSY platform. Designed accessible interactions targeting creators on the topics of payment processing, listing management and moderation.

- Using Gagne’s Nine Events of instruction, visual storytelling, Adobe Captivate, multimedia design and audio editing, designed two 15-minute eLearning objects for the OCDE Tobacco Use Prevention Education program.

**Santa Ana College**, Orange County, CA

**05/2023 – 01/2024**

#### **Adjunct Instructor**

Adjunct Faculty at Santa Ana College, delivering non-credit vocational skills instruction. Leveraging my expertise in developing accessible learning experiences, 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, 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.
- Course design using Kolb’s cycle to teach coding concepts, multimedia, design thinking 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.

**Los Angeles & Rancho Santiago Community College District**, Los Angeles & Orange County, CA

**05/2023 – 01/2024**

#### **Adjunct Instructor Intern, Project Match & Rancho Academy**

Participated in professional learning program designed to increase quality instruction and diversity in community college teaching including mentorship and Culturally Responsive Teaching professional development. Completed online teaching and learning certification in Canvas LMS. Developed instructor-led training with WCAG accessibility features.

**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 & 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