

LYNORE JAMES

INSTRUCTIONAL DESIGNER | LEARNING EXPERIENCE DESIGN | eLEARNING DEVELOPMENT

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PROFESSIONAL SUMMARY

Instructional designer with experience designing, developing, facilitating, and supporting learning across workplace and higher education environments. Applies needs analysis, adult learning principles, course and curriculum development, eLearning, assessment design, and performance support to align learner needs with business and performance goals. Experienced collaborating with subject matter experts and stakeholders, managing projects from requirements through delivery, and developing LMS based learning with modern instructional technologies.

PROFESSIONAL EXPERIENCE

FREELANCE INSTRUCTIONAL DESIGNER

2024–Present

- Design and develop customized instructional materials and digital learning solutions based on client, learner, and business needs.
- Translate subject matter and business objectives into structured learning experiences, assessments, and performance support resources.
- Manage instructional design projects from requirements and content development through revisions and final delivery.

ADJUNCT INSTRUCTOR

2025 – Present

University of the People

- Facilitate undergraduate courses in online learning environments using Canvas and Moodle.
- Manage course delivery, assessments, grading, learner communication, and individualized feedback aligned with established learning outcomes and academic rubrics.
- Adapt instruction and learner support in response to questions, knowledge gaps, and varying levels of understanding while connecting course concepts to workplace application.

LEARNING PROGRAM DESIGNER & FACILITATOR

2023 – Present

The BBX Non-Profit

- Design and facilitate workshops, courses, and learning programs serving more than 300 entrepreneurs and participants in virtual and in person environments.
- Develop course outlines, instructional presentations, learning activities, assessments, and supporting resources for entrepreneurship and professional development programs.
- Adapt learning experiences based on participant needs, questions, experience levels, and application challenge

LYNORE JAMES

PRINCIPAL CONSULTANT

2013 – 2026

Empire Influence

- Manage client engagements from discovery and needs assessment through development, implementation, training, and ongoing support.
- Translate business requirements into structured processes, digital solutions, educational resources, and actionable implementation plans.
- Develop client training and guidance to support adoption of new platforms, tools, processes, and technology solutions.

EDUCATION

Doctor of Business Administration (DBA), Strategy & Innovation

In Progress

Capella University | Minneapolis, Minnesota

Master of Education in Education Technology and Instructional Design

Western Governors University | Salt Lake City, Utah

Master of Science in Business & Entrepreneurship

University of Maine at Presque Isle | Presque Isle, Maine

Bachelor of Science in Business Administration, Project Management & Information Systems

University of Maine at Presque Isle | Presque Isle, Maine

Bachelor of Arts, Organizational Leadership

East Texas A&M University | Commerce, Texas

SKILLS & CORE COMPETENCIES

Instructional Design • Learning Experience Design • Course Design & Development • Curriculum Development • eLearning Development • Needs Analysis • Adult Learning Principles • Learning Objectives • Assessment Design • Storyboarding • Scenario Based Learning • Performance Support • Online Course Design • Universal Design for Learning (UDL) • Accessible Learning Design • WCAG / Section 508 Principles • Subject Matter Expert (SME) Collaboration • Stakeholder Collaboration • Project Management • Instructional Technology Integration

TECHNOLOGY

eLearning & Authoring: Articulate Storyline 360, Articulate Rise 360, Adobe Captivate

Learning Management Systems (LMS): Canvas, Moodle, Blackboard, Brightspace

Multimedia & Visual Development: Vyond, Canva, Microsoft PowerPoint

Web & Interactive Development: HTML, CSS