Aura Banks

Digital Learning Developer

Get in touch

Email
aura.banks@gmail.com

Phone
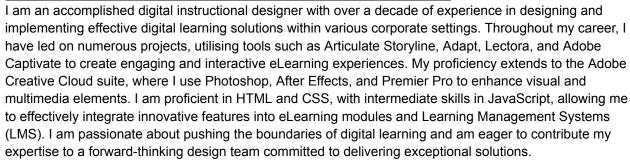07853382606

Portfolio
www.amb-portfolio.co.uk

+ Profile

I am an accomplished digital instructional designer with over a decade of experience in designing and implementing effective digital learning solutions within various corporate settings. Throughout my career, I have led on numerous projects, utilising tools such as Articulate Storyline, Adapt, Lectora, and Adobe Captivate to create engaging and interactive eLearning experiences. My proficiency extends to the Adobe Creative Cloud suite, where I use Photoshop, After Effects, and Premier Pro to enhance visual and multimedia elements. I am proficient in HTML and CSS, with intermediate skills in JavaScript, allowing me to effectively integrate innovative features into eLearning modules and Learning Management Systems (LMS). I am passionate about pushing the boundaries of digital learning and am eager to contribute my expertise to a forward-thinking design team committed to delivering exceptional solutions.

+ Employment

Digital Learning Developer   11/2019 - Current

Citizens Advice

In my current role as a Digital Learning Developer at Citizens Advice, my primary responsibility revolves around orchestrating the creation of online training modules, specifically focusing on critical inquiry areas like Benefits, Debt, and Immigration - the core subjects for the charity. I take the lead in organising the yearly benefits project, applying my project management skills to coordinate with three other developers, collectively crafting impactful learning content. Within the scope of the immigration project, I independently designed and implemented 18 diverse learning modules, reshaping the entire curriculum on immigration. I also created the complete suite of how-to videos on the Connect phone system using screen recording and voiceover.

A significant aspect of my work is ensuring learning accessibility. I am dedicated to this cause by creating an accessibility document for each piece of learning, and most modules are accompanied by voiceovers.

Throughout my ongoing tenure, I use Storyline and Rise for interactive eLearning and the Adobe Suite for creating and editing images, videos, voiceovers, and animations. I also use Vyond to rapidly create animations.

Digital Learning Designer

Sainsbury's Group, Coventry   05/2018 - 11/2019

As a Digital Learning Designer at Sainsbury's, I contributed to a collaborative team tasked with developing eLearning for the 150,000 colleagues at Sainsbury's, Argos, and Habitat. My role spanned the entire creation process, starting with scoping meetings alongside Subject Matter Experts to define content. I then progressed to crafting a project plan, proof of concept, and wireframe. The learning I created was on a wide variety of topics from selling fireworks to health and safety. Collaboration with various team members, including graphic designers, animators, and videographers, was integral to creating engaging learning experiences using tools such as Storyline 360 or Rise.

I actively participated in liaising with the LMS team to map and upload courses, followed by thorough testing across diverse devices and browsers to ensure high standards of accessibility and an optimal learning experience for users. My reputation within the team was grounded in my ability to troubleshoot issues during the Storyline development process, making me the designated point person for advice on using variables.

Additionally, using my web development skills, which were distinctive within the team, I contributed to the redesign and recreation of the LMS front pages tailored for different user groups.

eLearning Instructional Designer   09/2013 - 05/2018
IMI PLC, Birmingham

As the eLearning Instructional Designer at IMI (an engineering company), I played a pivotal role in designing and creating eLearning content for the company's 15,000 employees, as well as managing the LMS UI. With tools such as Articulate Storyline, Adapt, Lectora, and Adobe Presenter, I developed diverse eLearning modules and also took charge of directing, filming, and editing video courses. These courses covered an extensive range of topics, from precision pneumatic products to legal and compliance, and my commitment was always to infuse creativity and innovation into the eLearning content, irrespective of the subject matter.

A notable aspect of my contributions involved translating many eLearning pieces into different languages to meet the needs of IMI's global users. In the initial years, I maintained the front end of an Oracle Taleo Learn system until February 2016, at which point I actively assisted in the seamless implementation of the Totara LMS. Over a span of three years, I collaborated with a global team, including members from the Americas and APAC regions, to develop regionally relevant eLearning content. This experience not only broadened my perspective but also contributed to the creation of targeted and effective learning materials for diverse audiences.

Education

Staffordshire University   09/2011 - 06/2013
HND in Web Development - Merit (previously called Computer Science)

Staffordshire University   09/2009 - 07/2011
BTEC National Diploma for IT Practitioners - Distinction Distinction Merit (3 A levels)

Erasmus Darwin Academy   09/2003 - 05/2009
9 GCSE's A-C

Other Certificates

Omniplex - Instructional Design for eLearning
Level 3 Forensic Psychology

Other skills and interests

Outside of the professional setting, I enjoy playing challenging video games and board games which bolsters my problem solving and strategic thinking skills. In 2021 I decided to take up crochet as a new creative outlet and I enjoy it tremendously. I always strive to pick up new skills, so using my keen eye for detail, I recently achieved a qualification as a crochet pattern technical editor. This allows me to combine my passion for precision with my creative flair, ensuring the accuracy and quality of crochet patterns.