

# Sharifa Adisa

Brooklyn, New York  
Cell: 415.744.4556  
[www.sharifaadisa.com](http://www.sharifaadisa.com)  
[sharifa.adisa@gmail.com](mailto:sharifa.adisa@gmail.com)

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## Objective

To develop and implement training programs and materials for organizations, customers and employees to enhance the company image.

## Key Competencies

- Program/Project Management: Manage the workflow of development processes per coordination of input from content key personnel; such as, subject matter experts (SMEs), editors, graphic artists, programmers and production staff.
- Curriculum Design and Development: Create interface and relevant classes to meet client needs. Maintain knowledge of theories, methodologies, design skills and specifications. Develop diversity and inclusion programs.
- Customer Service and Communication: Interface with individuals of diverse backgrounds and at all levels of the organization. Serve as the liaison between executive and leadership and external clients and consultants as it relates to content design and development.

## Accomplishments

- Designer and Developer of international employment training courses for the largest labor and employment law firm in the United States utilizing eLearning and classroom style training for in the USA, China, India, England and Canada.
- Lead Designer and Developer of corporate training templates and branding specifications used both nationally and internationally.
- Core Designer and Developer for the Emotional Intelligence Education Model for diversity and inclusion in the San Francisco Unified School District (SFUSD) training initiative.

## Professional Experience

### EmblemHealth

01/2013 –Present

Clinical Instructional Design Specialist New York, USA

- Department Learning Management System (LMS) Administrator
- SharePoint Administrator for multimedia training site, which houses content for Complex Case Management (CCM), Case Management Data Systems, Healthcare Operations, Utilization Management (UM) and the Medical Review Unit (MRU).
- Develop curriculum and instructional materials and administer related training in one-on-one and group environments.
- Implement project definition reports that outline the design and development of instructional packages using a variety of media and delivery methods and conduct Train-The-Trainer sessions including follow-up sessions with resolution to any questions or issues presented.
- Serve as a liaison between system version releases and end users.
- Recommend, and develop best learning support for version releases.
- Implement evaluation strategies that measure the participants' reactions, learning, on-the-job application, and assist in gathering impact to business data.

### C.P. & ASSOCIATES, LLC

05/2012–Present

Instructional Design Consultant

New York, USA

- Design, develop and manage Learning Management Systems (LMS).
- Develop curriculum and instructional materials and administer related training in one-on-one and group environments.

- Develop professional training materials using Adobe Photoshop and Captivate as well as other pedagogical technologies.

### **Bilingual Solutions**

01/2011 –Present

Instructional Technologist Consultant

International

- Moodle Course Development - The module identifies the needs of students in terms of strengths and weaknesses in the field of job interviewing, as well as offers solutions in improving and/or refining interviewing skills.

### **Little Mendelson, LLC**

4/2007–6/2010

Content Development Administrator

San Francisco, CA

- Assist with creation, design, development and implementation of computer-based training (CBT) courses for private sector and government clients for delivery on CD, the Web and instructor-led training (ILT) courses for delivery in a classroom.
- Assist with development and design instructor guides, participant materials, presentation assets, and other required course materials.
- Collaborate and support SME's on multiple concurrent projects to ensure quality and accuracy of lessons.

### **CPMC**

1/2007-4/2007

Content Auditor – Contract Position

San Francisco, CA

- Effectively establish and sustain project client relationships with SME's to solicit content.
- Follow established processes to design and develop learning solutions, including use of learning content management system (LCMS) used to manage workflow.
- Provide graphic design, creative expertise and principles to produce interactive e-Learning for internal audience.
- Provide LCMS help desk assistance to adult learners and SME's.

### **Education and Curriculum**

5/2006-8/2007

Junior Instructional Designer

San Francisco, CA

- Design content based on best practices for instructional design, including the analysis, design, development, implementation, and evaluation (ADDIE) model.
- Use basic software development and quality assurance principles. Perform content evaluation and quality assurance reviews, including document reviews, courseware and design edits.
- Write training materials to include tasks, learning objectives, format, organization, content, methodologies, learning events and activities, interfaces and design controls.
- Design content based on best practices for instructional design, including the analysis, design, development, implementation, and evaluation (ADDIE) model.
- Design and develop diversity and inclusion programs for the Contra Costa County School District.

### **EBS Dealing Resources**

1/2006-12/2006

Sales Representative

New York, NY

- Collaborate with stakeholders to define event project objectives, requirements, scope, timing, and budgets.
- Manage relationships with external vendors for offsite event space and transportation.
- Support the sales team by inputting and maintaining sales data using the (CRM) system.

### **Skills**

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|--------------|----------------|--------------|-------------------|
| • Wordpress  | • Flash (beg.) | • Presenter  | • MS Office Suite |
| • Salesforce | • Dreamweaver  | • Articulate | • Camtasia        |
| • PhotoShop  | • Healthstream | • BlackBoard | • Captivate       |

## Education

Walden University	Master's Degree Instructional Design and Technology Certificate Online Learning Certificate Performance Management *Expected graduation date (3/2/2014)	Online	*2014
Fairleigh Dickinson University	Master's Degree Masters of Public Administration	Teaneck, NJ	2007
Fairleigh Dickinson University	Certificate of Public Management	Teaneck, NJ	2006
San Francisco State University	Bachelors of Art Organizational Communication	San Francisco, CA	2004