



ASHLEY LEROUL

INSTRUCTIONAL DESIGNER

865-200-7270

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www.ashleyleroul.com

Knoxville, TN

Education

Masters

Instructional design and technology

Bellevue University

2024-Present

Est. Grad December 2026

Bellevue, NB

Bachelor

Web and Interactive Design, Double Minor

Graphic Design/Game Development

Nossi College of Art

2018-2019

Nashville, TN

Certifications

- Web Authoring
- Mobile Web Design
- User Experience (UX) Design Certificate.

Tools Used

- Canva | Articulate Storyline | Camtasia
- HTML & CSS | LMS Platforms (Canvas, Blackboard, Moodle)
- Adobe Photoshop | Adobe Illustrator
- Google Workspace | Microsoft Office Suite
- Video & Audio Editing Tools
- Google Forms | Microsoft Forms
- and more...

About me

I'm a soon-to-be Master's graduate in Instructional Design and Technology, passionate about creating engaging, accessible, and effective learning experiences. Skilled in e-learning development, multimedia production, and curriculum design, I turn complex concepts into interactive courses that empower learners. I'm eager to apply my skills to design innovative instructional solutions that make a real impact.

Experience

Web Technology Instructor & Course Developer August 2020 - Jan 2025
Pellissippi State Community College

- Redesigned and updated courses for both in-person and online delivery over 5 years.
- Collaborated with faculty to modernize course content and integrate instructional technology tools.
- Developed instructional resources and guides for students and instructors to support learning and engagement.
- Supported LMS setup and content organization for seamless access and learner navigation.

Receptionist & Design Support Specialist Jan 2023- Dec 2025
Central Vet Office

- Managed front-desk operations while creating and maintaining policy and procedure manuals.
- Designed clear, structured documents to improve internal workflow and onboarding.
- Developed forms, signage, and informational materials to enhance client communication.

Social Media Intern Aug 2017 - Dec 2017
DigiTrax Entertainment, Inc.

- Collaborated with the Social Media Manager to create and implement campaigns.
- Developed weekly and monthly content calendars for company brands.
- Created engaging blog and social media content.
- Monitored analytics to identify viable marketing ideas and trends.
- Assisted in distributing press releases and providing event support, both in-person and online.

New Student Orientation Leader & Student Activities Board Member May 2013-December 2017
Pellissippi State Community College

- Designed promotional materials including posters, table tents, brochures, flyers, and digital graphics to advertise campus events and programs
- Supported visual branding and messaging to improve event visibility and student engagement
- Assisted with planning, organizing, and executing student-focused events and orientation activities
- Collaborated with campus teams to develop clear, accessible communication for new and returning students
- Supported onboarding efforts by creating materials that guided students through orientation and campus resources

References

Available upon request.