

Natalie Collins-Allen

Creative | A11y | monday.com Ambassador

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EXPERIENCE

Stride, inc., Remote — *Instructional Designer*

Nov 2024 - PRESENT

- Presented at Promising Practices.
- Used ADDIE to design courses through needs assessments and learner analyses.
- Published over 50 courses with an average satisfaction rating of 4.5/5.
- Developed a review process involving SMEs, peers, editorial, visual, and final reviews, resulting in 100% of courses scoring 5/5 on final rubrics.
- Leveraged Adobe software to create instructional materials.
- Co-led a book study with 90-100% completion rates to promote accessible design.
- Supported change management across 77 schools nationwide.

Stride, inc., Remote — *Visual Designer*

Jan 2022 - Nov 2024

- Managed pre-production, production, and post-production needs for assigned projects.
- Oversaw end-to-end project workflow, from initial intake to final completion, efficiently delegating tasks to designers.
- Obtained monday.com Work Management Core Certification, implementing 866 automations in the first week, increasing efficiency by 76%.
- Integrated AI and Automate tools with Outlook, boosting automation utilization from 27% to 40.3% for improved resource allocation.
- Developed video and print resources to supplement content in partnership with content experts and instructional designers.
- Worked with Graphic Designers and SMEs to develop graphic presentations and visual standards.
- Supported team in visual and accessibility reviews for courses and assets.
- Managed Adobe Creative Cloud library, image and music requests.

SKILLS

Web Content Accessibility
Guidelines (WCAG)

Instructional Design

monday.com

Adobe Creative Suite

Video Production

CERTIFICATIONS

monday.com API

Certification,
monday.com

monday.com Core
Certification,
monday.com

Section 505 Awareness,
*U.S. Department of
Homeland Security*

Stride, inc., Location — *Multimedia Designer*

Mar 2021 - Jan 2022

- Created and managed internal and external communications campaigns, including branding materials like videos, web content, and brochures.
- Partnered with leaders to develop and execute comprehensive branding strategies, including researching, writing, and editing press releases, white papers, and internal communications.
- Turned innovative ideas into solid proposals and executable plans that aligned with organizational priorities.
- Created brand awareness and positive impressions to become an employer of choice.
- Collaborated with department managers to design and develop photo and video collateral to support visual marketing needs.
- Edited and designed graphics, layouts, and templates for written materials.
- Conducted research on trends in the competitive teaching field.
- Worked with Data Science team to measure program effectiveness.

EDUCATION

University of Central Florida — *Master's degree Instructional Design*

Present

University of North Florida — *Certificate of Completion: Adobe Certified Professional in Video Design*

University of Houston — *Bachelor's Degree*

PROJECTS

"Thought" Ones: Stride's T&L Production Team Talks Cognitive Load While Eating Spicy Wings. — *Promising Practices 2025*

Watch the recording of my session at the Stride Professional Development Promising Practices 2025 Conference.