

# Annabelle Steele

www.designbyannabellesteele.com

annabelle.steele@hotmail.com | 07496517667 | Manchester

E-learning facilitator offering creative, engaging learning solutions. Expert at setting course objectives and creating learning materials. Experience working in fast-paced environments with tight deadlines. Offering 10 years of experience in course development, face to face delivery, content design, and cultivating positive learning environments. Bringing 10 years of teaching experience involving curriculum design, lesson creation, and managing teams. 4 years creating digital courses, web graphics and monthly newsletters.

- Clear Communication
- Course Material Design
- Curriculum Development
- Data Management & Analysis
- LMS management
- Graphic & Multimedia Design
- Leadership & staff management
- Proficient in Articulate 360
- Branding implementation
- Proactive learning
- SEO
- Multitasking & Organisation
- Problem Solving
- Team Collaboration
- Web accessibility

## Work Experience

### MAXIMUS UK

#### Digital Product Design Specialist - September 2024 – Current

- Apply instructional design models such as ADDIE, SAM, and 5Di to design effective, engaging, and inclusive digital learning products for *Beezee Academy* and *Maximus Professionals*. Projects include the '*Cheers to Change*' alcohol reduction course, the '*Quit Smoking Project*', and family-focused healthy eating modules—delivered in line with brand and accessibility standards.
- Use authoring tools including Articulate 360 (Rise and Storyline), Adobe Creative Suite (Premiere Pro, Illustrator, Character Animator), Vyond and Canva to develop e-learning modules, interactive games and animated content. All resources are optimised for mobile and tailored to meet our diverse contracts- *Be Healthy Bucks*, *Hounslow*, *Brent*, and *Walsall* etc.
- Collaborate with clinical content writers, creative services, marketing managers, user journey specialists, and the wider product development team to design user-focused digital products informed by behavioural science. Co-lead on public health and clinical course content planning and production, including course design, script editing and digital asset creation.
- Lead the design of accessible and engaging eLearning across SCORM-compliant platforms, ensuring the implementations of UX/UI best practices, mobile optimisation, and alignment with WCAG standards. Responsible for testing, SCORM reporting, and ongoing optimisation based on learner feedback and analytics.
- Oversee the visual and instructional quality of all digital learning content, including infographics, PDFs, course thumbnails, and animations. Coordinate with the marketing team to create branding

guidelines and mock-ups and to ensure brand consistency across all digital assets and promotional materials.

- Drive innovation and continuous improvement by making amendments to courses. Proactively revise existing content and piloting backend improvements to improve user journey.
- Partner with reviewers and UX leads to improve user journey through testing, learner surveys, and user focus groups. Contribute to LMS selection and transition planning, including testing and evaluating LMS platforms like LearnWorlds, Docebo, and LearnUpon.
- Manage multiple projects across learning design, marketing collaboration, branding, and stakeholder communication—ensuring timely delivery of projects, alignment with organisational goals, and high standards of quality across all products.
- Present project updates in business review meetings to keep stakeholders updated. Assist marketing with the communications strategy for digital product rollouts and updates.
- Maintain up-to-date knowledge of trends in digital learning and instructional design through an online community, self-directed development and independently completing relevant courses on platforms such as Udemy.

## SERCO

### **Learning Content Designer – 6-month FTC – May 2024 – September 2024**

- Designed, story-boarded and created courses for HAAS (Health Assessment Advisory Services) while working remotely as part of a team of six designers. Collaborated with SMEs, line managers and colleagues to meet 100% of deadlines set, often completing prior to the deadlines.
- Created effective, creative and bespoke e-learning using Articulate 360, Synthesia, Canva and Vyond, all courses were quality assured twice by team members ensuring they followed the company guidelines and met the brief.
- Collaborated with managers to ensure consistency with brand and operational delivery requirements, met all expectations and maximised effectiveness. Ensured inclusivity and accessibility by adhering to web content guidelines.

### **Freelance Digital Content Designer / Writer - 2022 -2024**

- Supported educational academy start-up and launched company website, social media channels, portfolios, learning plans, slide decks, course guides and marketing all within branding guidelines. This involved the production of over 100 digital products including graphics and facilitator guides resulting in interviews with various media outlets including *The BBC* and *About Manchester*, contracts with Manchester City Council and over 100 subscribed students.
- Spearheaded in-depth research and collaborated with SME's and stakeholders to write, edit, and produce bespoke newsletters, blogs and engaging instructional materials and digital content which accommodated various learning styles and preferences to maximise engagement resulting in an increase of interaction from clients.
- Utilised assessment tools and analytical skills to evaluate the effectiveness of the digital content produced and communicated the findings to relevant leaders to forward plan for increased engagement.

### **PGCE Design Technology Tutor – The University of Manchester 2020 – 2022**

- Collaborated with stakeholders, learners and colleagues to develop e-learning and resources to effectively enhance learning opportunities resulting in 100% of students completed the modules and successfully implementing Design and Technology techniques in their classrooms.

- Developed tailored digital content which incorporated a range of inclusivity and accessibility strategies alongside andragogy methodologies to accommodate different learning styles, maximise engagement and optimise outcomes.

### **Educator / Head of Year / Subject Leader -2013 – 2022**

- Utilised a range of pedagogy strategies to design, organise and deliver captivating, engaging learning content. Applied a comprehensive assessment and feedback framework, providing learners with formative and summative assessment which fostered motivation and facilitated continual development.
- Generated reports encompassing vital statistical data to monitor and evaluate progress against objectives.
- Exercised leadership within the department, delivered regular staff meetings, facilitated training sessions and provided 1:1 support where needed while aligning strategies with improvement plans and policies to drive organisational advancement.
- Mentored trainee and recently qualified teachers in full alignment with Teaching standards, promoting growth and fostering a culture of excellence.
- Ensured strict adherence to legalisation governing GDPR, Health and Safety, Equality and Diversity, and Safeguarding, guaranteeing a safe and inclusive learning environment.

## **Education**

- University of Manchester – PGCE in Primary Education – 2013
- Leeds Metropolitan University - BA Journalism - 2012
- A Levels – Media (A), Textiles (A), English Language (B), Sociology (B) - 2010
- Diploma In Digital Applications – Distinction - 2009

## **Achievements**

- Traditionally published debut novel – Being Amani - 2021
- Completed The Complete Instructional Designer Course – John Hinchcliffe - UDEMY – 2024
- Articulate Storyline: How to... course – Prashant Gupta - 2024
- Learn Articulate Storyline 360 from scratch – Prashant Gupta - 2024

---

Articulate 360. Canva. iMovie. Microsoft Office. Vyond. Wix. WordPress. Synthesia. TikTok. Instagram. YouTube. Notion. Trello. Outlook. Loop. Teams. Zoom. Adobe Creative Cloud.