

## Becky Cragg

### E-Learning Developer & Multimedia Designer

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## Career Summary

Learning Experience Designer, Multimedia Designer and UI/UX Specialist with 8+ years of experience developing Section 508-compliant digital media and eLearning solutions for U.S. federal agencies. Skilled in transforming complex information into engaging visual content across web, motion graphics, animation, video, and interactive courses. Extensive experience in courseware development using HTML5, CSS, JavaScript, Articulate 360, and Rise. Extensive experience with LMS course deployment and management, including Canvas and Moodle, with SCORM testing and packaging using SCORM Cloud. Expertise includes CBT development, UI/UX design, QA and beta testing, and creating 2D/3D illustrations and multimedia assets for ILT, WBT, and interactive learning environments. Known for strong collaboration, attention to detail, and delivering user-centered training and multimedia solutions while managing multiple projects effectively.

## Core Competencies

· Visual Design · Interface Design · Creative Direction · Digital & Social Media Graphics · Wireframing to Visual Design · Branding & Visual Systems · Motion Graphics · Animation · Video · Concept Development · Prototyping · Stakeholder Collaboration · Deadline-Driven

## Tools & Technologies

· Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe After Effects · Adobe Premiere Pro · Adobe Audition · Adobe XD · Figma · Adobe Captivate · Lectora Online · Articulate 360 Storyline / Articulate 360 Rise · Canva · HTML/CSS/JavaScript (working knowledge), Moodle LMS, Canvas LMS

## SECURITY CLEARANCES

U.S. Census Bureau Security Clearance, 2018.

Position of Public Trust through U.S Office of Personnel Management, 2017 –2025.

## Professional Experience

- **Volunteer** – Social media & graphic design specialist

Sept. 2025– present

Provided graphic and multimedia support designing logos, brochures, and social media content for the SDVOSB CMD charity organization and Belay Technologies a Service-Disabled Veteran-Owned Small Business.

- **PowerTrain, Inc.** – Multimedia Designer/ eLearning developer

Jul 2017 – Sept. 2025

- Collaborate with project managers, instructional designers, SMEs, lead programmers, and stakeholders to translate complex content into engaging learning solutions
- Support project managers by creating purpose-driven graphics and presentation-ready visuals
- Produce multimedia assets including infographics, motion graphics, animations, video,

and audio using Adobe Creative Cloud

- Design and develop responsive, Section 508–compliant eLearning courseware and multimedia instructional materials; utilizing Articulate 360 (Storyline, Rise), Adobe Captivate, Lectora, and web technologies (HTML, CSS, JavaScript)
- Ensure alignment with federal branding guidelines and accessibility standards
- Lead development of compliant digital and print deliverables, including:
  - Instructor-led training (ILT) materials
  - Learner guides
  - Promotional graphics
  - Landing pages
  - Marketing assets
- Design UI/UX interfaces, wireframes, and visual systems for web experience

#### - **Creative Circle** – Graphic & Web Designer

Sep 2016 – Jul 2017

Designed print and digital marketing materials for Creative Circle’s clients, including flyers, trade show collateral such as booklets, handbooks, and brochures. Produced creative assets for email and social media campaigns, landing pages, and website infographics to support brand promotion and audience engagement.

#### - **The Art Institutes of Washington, VA** – Graphic Designer

Dec 2015 – Aug 2016

- Delivered creative assets for school events, including posters, flyers, and TV slideshow content.
- Updated and maintained the school’s WordPress website, along with materials for school-wide campaigns.

#### - **LEOFOO Tourism Group, Taiwan** – Assistant Marketing Manager

Jul 2010 – Sept. 2012

- Developed brand identity (VI) across digital and physical touchpoints, ensuring cohesive visual communication and customer experience.
- Created marketing materials, website elements, and on-site visual supports to reinforce brand presence, collaborated with planning and engineering teams to maintain visual consistency and strengthen brand image and revenue impact and planned and executed decorative setups for hotel events.

## Education

- University of Maryland, Baltimore County (UMBC) – B.F.A. Media Arts & Animation (Expected 2027, Part-time, while employed full-time) **4.0 GPA**
- The Art Institute of Washington – A.A. Graphic & Web Design (2014–2016) **3.92 GPA**

## Certifications

- **ATD Instructional Design Certificate, ID:27-USFD9** (2026)
- **Canvas LMS Certified Technical Admin, ID 69334007204a7a9d99a3a345** (2025)
- **Canva Essentials Certification, ID: ed99d7** (2025)
- **Adobe Captivate Certification** (2022)

## Clearance

- OPM Position of Public Trust 2017 – 2025
- U.S. Census Bureau Background Investigation Clearance (2018 -2020)

