

MADISON SEELYE

Dallas–Fort Worth Metroplex

Phone: 972-821-3210 | Email: madisonseelye16@gmail.com | Portfolio: madisonseelye.art

PROFESSIONAL SUMMARY

Learning and Development professional with experience designing and delivering learner-centered training programs, instructional materials, and multimedia learning content. Certified educator with a strong background in curriculum development, learning experience design, and project-based instruction. Skilled at translating complex concepts into engaging, accessible learning experiences using visual storytelling, video, and interactive assets. Experienced in stakeholder collaboration, content iteration, and performance-based learning outcomes.

CORE COMPETENCIES

Learning and Development, Instructional Design, Curriculum Development, Learning Experience Design (LXD), Training Facilitation, Adult Learning Principles, ADDIE Methodology (Applied), Multimedia Learning Content, E-Learning Asset Development, Knowledge Retention Strategies, Assessment and Feedback, Project Management, Stakeholder Collaboration, Visual Communication for Learning

CERTIFICATIONS

State Teaching Certificate – Texas (Active)

Learning and Development- HRCI

PROFESSIONAL EXPERIENCE

Terrell ISD – Digital Media Specialist / Digital Media Instructor (2023–Present)

Designed and delivered structured learning programs focused on digital media, branding, photography, video production, and visual storytelling. Developed instructional materials including presentations, visual guides, demonstrations, video tutorials, and project briefs aligned to learning objectives. Applied adult learning and scaffolded instruction principles to improve engagement and skill retention. Led project-based learning initiatives emphasizing collaboration and real-world problem solving. Created multimedia learning assets using Adobe Creative Cloud. Assessed learner progress and adapted instruction based on performance and feedback.

NoArtFound – Freelance Illustrator & Creative Business Owner (2018–Present)

Designed learner-focused visual content and instructional-style materials for clients and small businesses. Translated abstract concepts into accessible visual communication tools. Managed full project lifecycles and maintained stakeholder communication and feedback loops.

EDUCATION

Bachelor of Fine Arts (BFA), Studio Art – University of Texas at Austin (2018–2022)

TOOLS & TECHNOLOGIES Adobe Creative Cloud, Canva (Advanced), Procreate, Video & Audio Production Tools, DSLR Photography, Google Workspace, Learning Content Development Tools, LMS