

Lauren Tidmore, Ed.D.

Manager, Content



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Password: design2021

Summary

Responsible instructional design project manager with 14 years of experience and proven skills in curriculum development, design, research, and collaboration. Designed 30+ university courses and 5 curriculums, organized summer intensive programs for 20+ professors and 100+ students and created 100+ lecture videos and multimedia content. Published in reputable journals and textbooks and presented at domestic and international conferences.

Experience

Manager, Content (July, 2024 – March, 2026)

Disney Institute, Celebration, FL

- Manage a team of content development professionals in the design, creation, and continuous improvement of Disney Institute content for Professional Development Courses and Private Learning Events.
- Manage a team of graphic designers and video producers.
- Lead the creation and sustainment of multimedia materials across all Disney Institute content.
- Lead project management and content development related activities on time, within budget, and at a high level of quality.
- Lead the training and development of new Cast.
- Create and continuously review in-person and virtual-based content assets for accuracy and quality.
- Ensure content reflects participant/client needs, contains current technology-enhanced delivery methods, represents contemporary business theory and practice, and is relevant to Disney Approach examples.
- Create blended learning journeys through virtual, in-person, and immersive in-park experiences.
- Review metrics to identify, evaluate, and incorporate trends and consumer insights on the usefulness and relevancy of the assets and content within the assets.
- Engage key internal stakeholders, industry and academic leaders, and subject matter experts to develop relevant content.
- Partner with various members of the Disney Institute leadership team and contribute to the organization's business objective.

Research Scientist (August, 2023 – Present)

Department of Defense contract through Stevens Institute of Technology, Hoboken, New Jersey

- Develop courses and training materials for the DCTC (Defense Civilian Training Corps) – a congressionally-mandated talent development program that provides a multidisciplinary, active-learning curriculum with summer internship projects at DoD organizations.
- Partner with military personnel, military departments, and civilian faculty across four universities to create cohesive online courses.
- Assist in the development of assessment measures to evaluate the effectiveness of the DCTC program.

Content and Media Design Manager (June, 2022 – July, 2024)

Disney Parks, Experiences and Consumer Products, Lake Buena Vista, FL

- Supervised a team of 10 hourly reports in the creation and maintenance of operational procedures and learning content.
- Lead the creation and development of the source content and online courses for Walt Disney Imagineering new hire intern orientation.
- Lead the creation and sustainment of the source content supporting Disney Parks, Experiences, and Products across 4 lines of business.
- Lead the creation and sustainment of multimedia training materials across 26 Disney Experiences lines of business.
- Managed and owned the process for the creation and revision of Operating Guidelines and supporting learning content.
- Ensured all created content met compliance requirements.
- Managed department branding. Created and maintained a Style Guide with Adobe InDesign.
- Partnered with the Operations Training points of contact and Line of Business leaders to settle timelines, implementation dates, content delivery methods, and strategy. Provided consultation and influence to internal partners.
- Ensured timelines were adhered to, deadlines were met, and kept all appropriate parties informed of project status in a timely manner.
- Facilitated job and task analysis to support the operational procedures and content development process.
- Piloted and adopted a department-wide project management software platform to track projects, sustainment work, and project planning.

Instructional Design Project Manager (Project Hire) (September, 2021 – June, 2022)

Disney Experiences, Lake Buena Vista, FL

- Instructional Designer
 - Developed instructional design best practices for blended learning, including identifying and implementing innovative technologies.
 - Applied tested instructional design theories, practices, and methods using the ADDIE model to identify and target the audience's learning needs. Tracked project progression and completion in a project management software program.
 - Assisted clients in the development of assessment measures to evaluate the effectiveness of our instructional design.
- FOS Onboarding and Documentation Instructional Design Lead
 - Enhanced the look and feel of client facing ISD documents to strengthen the brand and process.
 - Streamlined team documents to create a cohesive template for new projects.
 - Created a system for documenting project information and progress.
- Maximo Training Instructional Design Lead
 - Led the creation of source content to launch Maximo training in Disneyland Paris with a team of leaders across Walt Disney World, Disneyland, and Disneyland Paris.
 - Redesigned the domestic Maximo training program to create consistency across Walt Disney World, Disneyland, Disneyland Paris, and Shanghai Disneyland.
 - Created a track system for training facilitation.

Instructional Designer (October, 2018 – September, 2021)

The George Washington University, Washington, DC

- Instructional Designer
 - Applied tested instructional design theories, practices, and methods using the ADDIE model to aid faculty in designing, developing, and redeveloping online courses. Implemented instructional concepts to build digital materials that promote active learning.
 - Assisted faculty in the development of assessment measures to evaluate the effectiveness of design approaches.
 - Coordinated the scheduling and filming of multimedia course materials.
 - Evaluated online courses for compliance using the Quality Matters Rubric.
- Trainer and Team Leader
 - Created and led the training program for new hires and temps.
 - Mentored junior instructional designers and helped resolve conflicts and prioritize course projects to ensure that courses were launched accurately and on time.
 - Updated team documents and processes for internal and faculty-facing documents in each design cycle.
 - Assigned roles for the internal course Quality Matters audits. Sent assignments to instructional designers and tracked progress through the internal project management platform.
 - Partnered with the Faculty Development team to create and lead university-wide professional development training sessions for courses impacted by COVID-19.
- Interim Manager/Supervisor
 - Served as the team's interim manager during direct supervisor's maternity leave. Met with direct reports weekly.
 - Served as the lead contact for ID consulting needs.
 - Sent out weekly reports to program directors and ensured that courses met Quality Matters requirements and were copied over to their official learning management system portal.

Cast Member (October, 2015 – September, 2018)

Walt Disney World Parks and Resorts, Lake Buena Vista, FL

- Attractions Hostess (Jungle Cruise, Flight of Passage, Under the Sea ~ Journey of the Little Mermaid, Ariel's Grotto)
- Food and Beverage Hostess (Chef Mickey's)

Doctoral Research Assistant (July, 2016 – June, 2018)

Southeastern University, Lakeland, FL

English Language Arts Teacher (July, 2011 – May, 2015)

Elkton High School, Elkton, MD

Education

Ed.D. in Curriculum and Instruction (2018)

Southeastern University, Lakeland, FL

M.I. in Educational Technology and Literacy (2014)

University of Delaware, Newark, DE

B.A. in Secondary Education: English Language Arts (2011)

University of Delaware, Newark, DE

Skills

● Training design and management	● Presenting and facilitating	● Active listening
● Project management	● Collaboration	● Adaptability
● Data collection, organization, reporting	● Curriculum design and alignment	● Copyright compliance
● Organizational plans	● Assessment design and compliance	● Consulting

Technical Skills

Monday.com
Articulate 360
Storyline

Smartsheet
Microsoft Office Suite
Google Suite

InDesign
Workfront
Miro

Blackboard LMS
Canvas LMS
Quality Matters

Publications

International Academy of Technology, Education, and Development (Article, 2020)

Lotrecchiano, G., & Tidmore, L. (2020). Change and Crisis: Shifting Dynamics in Digital Learning, *EDULEARN20 Proceedings*.

IGI Global (Book chapter, 2019)

Huffman, S. P., Loyless, S., Albritton, S., & Green, C. (2020). *Leveraging Technology to Improve School Safety and Student Wellbeing* (pp. 1-325). Hershey, PA: IGI Global. doi:10.4018/978-1-7998-1766-6

Presentations

IAAPA: The Global Association for the Attractions Industry (Presentation, 2023)

Session Title: Fix Your Train Wreck: Strategies for Creating Engaging Training Programs to Increase Your Workplace Performance

EDULEARN International Conference on Education and New Learning Technologies (Presentation, 2020)

Session Title: Change and Crisis: Shifting Dynamics in Digital Learning