



Education

Honors Degree, Psychology
University of South Africa
2011 – 2013

Bachelor of English, Psychology
University of South Africa
2008 – 2010

Expertise

Instructional Design Leadership

Project Management

Faculty Development

Learning Technologies

Digital Literacy

Research & Writing

Language

English

TAMARIN BUTCHER

Instructional Design Leader

Profile

Instructional design expert with 10+ years of experience in higher education and digital learning. Proven leader in managing teams, designing learner-centered experiences, and driving innovation through faculty engagement and technology integration. Passionate about enhancing education through thoughtful design and meaningful collaboration.

Work Experience

2023

–
Now

UMass Amherst

Associate Director of IDEAS

- Designing, developing, and project managing [AccessibleU](#), an ADA training course.
- Leading and launching the [IDEAS Seminars](#) project.
- Revamping the [IDEAS website](#) for enhanced usability.
- Consulting with instructors on their course design needs through the [Course Design Institute](#) and [intake processes](#).
- Led the initiative to [migrate to the Canvas LMS](#).
- Leading instructional tech and process improvements.
- Collaborating with faculty to enhance course quality through continuous feedback.
- [Project managing](#) timelines, resources, and delivery of instructional design projects.

2022

–
2023

UMass Amherst

Team Lead, Instructional Design and Faculty Support

- Managed team of instructional designers and supported faculty development initiatives, such as the [Instructional Innovation Fellowship](#).
- Developed [training programs](#) to enhance faculty digital competencies.

2021

–
2022

Texas State University

Digital Literacy Program Coordinator

- Developed and delivered [micro-credentialing programs](#) enhancing student digital fluency.
- Engaged in curriculum design for cross-disciplinary learning.

TAMARIN BUTCHER

Instructional Design Leader



Certifications

Google Project Management
Professional Certificate
(Coursera)

Inclusive Instructional Design
(LinkedIn)

Leadership Foundations Series
(LinkedIn)

Coaching Skills for Managers
Project Management Foundations
Gamification of Learning

Awards

ASU+GSV Creator Winner (Jan
2021)
Finished in Top 15 for a [proposal on the future
of higher education](#).

Tools and Platforms

Canvas LMS | Blackboard LMS |
Moodle | Articulate Storyline | Rise
360 | H5P | Zoom / Microsoft Teams /
WebEx | Google Workspace |
Microsoft Office 365 | Slack / Asana |
Snagit / Camtasia / Da Vinci Resolve
| Adobe Creative Suite

2016
–
2021

Texas State University

Instructional Designer

- Implemented the [transition to Canvas](#) along with course design standards.
- Created training for FEMA, ESL and [HHP](#) programs; founded [IDeaBook](#) community of practice.

2015
–
2016

GetSmarter (2U)

Acting Head/Head of Evaluations

- Formalized annual evaluation processes and mentored QA teams.

2013
–
2015

GetSmarter (2U)

Learning Designer and Learning Design Specialist

- [Designed and developed online short courses](#) and accredited diplomas in collaboration with subject matter experts, covering topics such as project management, nutrition, and health assessment.
- Created course content, video scripts, and [marketing articles](#); managed instructors and SMEs to ensure high-quality delivery.

2012
–
2013

College SA

Content Developer

- Created distance learning course materials on topics such as Guest House Management and Event Management, applying instructional design principles for adult learners.

2010
–
2012

EF English Live

Online English Teacher

- Designed and delivered engaging [virtual English lessons](#) to diverse international learners, tailoring instruction to varying proficiency levels through an online classroom platform.