

Making  
you smile  
**Rachael  
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depuis 1975



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## PORTFOLIO:

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## LANGUAGES

BILINGUAL FRENCH / ENGLISH

## WHAT PEOPLE ARE SAYING

Read my reviews and testimonials  
on Trustmate:



## LEARNING EXPERIENCE DESIGNER CURRICULUM & INSTRUCTIONAL DESIGNER, WRITER

### ABOUT (PROFILE)

Highly dedicated **French-American** teaching professional with **20-plus years** of teaching, training, and curriculum design experience in France.

Throughout my career, I have worked in design, digital communication, and oral/written communication skills. However, my passion for alternative education led me to hybrid and **multimodal instructional design** and teaching, where I acquired learning experience design (LXD) expertise.

I am skilled in **adult and children learning theory**, curriculum design, and content development.

I firmly believe learning must be adapted to the needs of learners and companies. My experience has taught me that teaching is not limited to transmitting knowledge. Instead, it is a collaboration between instructors and learners, a mutual exploration of new ideas, and a collective discovery experience.

I effectively conduct needs analyses and surveys to determine learners' needs; actively seek collaboration with colleagues; I am also experienced with using various authoring and visual/recording tools.

Lastly, thanks to my **master's degree in multimodal learning design, instructional systems design, and technology**, I have validated my advanced expertise in developing effective training programs, instructional design, and digital learning technologies.



## EDUCATION

### CONTINUING EDUCATION, LICENSES, CERTIFICATIONS AND DIPLOMAS:

#### Master's degree in multimodal learning design, instructional systems design and technology

(French Title: RESPONSABLE D'INGÉNIERIE  
PÉDAGOGIQUE MULTIMODALE)

#### Graduated with honors

IGS Group, via Pédagogia, a college for  
teachers and educational professions  
Paris, France, 2022

#### Qualiopi certification, April 2022

#### Disability Officer

(inclusion and equity for learners with  
disabilities), Agefiph, 2021

#### Personal Branding, University of Virginia, 2020

#### Certificate in Search Engine Optimization (SEO)

The University of California Davis, 2019

#### Strategy MBA, Udemy course, Competency update on strategy

### INITIAL TRAINING & DIPLOMAS

#### Diploma in photography, 2001 Centre Jean Verdier Paris France

#### Bachelor of Fine Arts in Graphic Design, 1998 San Francisco Art Institute, California

#### High school Diploma, 1994 Junipero Serra High School

## PROFESSIONAL EXPERIENCE

(NON-EXHAUSTIVE LIST)

### FAW (FORMATIONS ARDEPHWERK) 2006 to present

✓ FAW is a Qualiopi© certified training company based in France.

#### We specialize in two fields:

👉 **Support and training** for small and mid-size businesses (start-ups, SMEs, SMBs) in digital communication strategies (*content marketing, social media marketing, SEO, and copywriting in English and French*).

📚 **Provide** instructional, curriculum development, and digital learning experience design (LXD) for SMEs, corporate-multinational companies, academic institutions (public and private), and associations at local and international levels.

💎 **Our training is Qualiopi© certified, in France**, according to the French National Reference on Quality (RNQ) since 04/04/2022. This certification is for the category of continuing education. ✨

💎 **FAW is a Datadock© validated training organization and complies with the French OPCO quality criteria.**

### 1. FOUNDER & CONSULTANT

I am FAW's founder and a consultant specializing in instructional, curriculum development, digital learning experience design, and digital communication strategies (*content marketing and copywriting in English and French*).

### 2. LEARNING & DEVELOPMENT SPECIALIST

I work on the engineering aspects of employee training programs for SMEs, corporate-multinational companies, academic institutions (public and private), and associations in France.

**My job** is to research before the planning process begins for a new training program by learning more about the target audience, what training programs are currently on the market, and any relevant issues.

**The objective is to know** whether or not a training program is profitable (technical/social/efficiency/cost ratio...) for an organization.

**My goal** is to optimize the time and investment it represents and ensure the conditions for its profitability and viability. Also, by using my research, I can create innovative employee training programs and training systems to fulfill the needs of a company.

### 3. INSTRUCTIONAL DESIGNER - LEARNING EXPERIENCE DESIGNER (LXD) - DIGITAL LEARNING MANAGER

FAW creates hybrid learning (also known as blended learning), an educational model for teaching learners in a traditional face-to-face setting (Instructor-led training) and in a digital learning environment.

✓ As an expert in hybrid, multimodal instructional design, and digital learning management, I work daily on developing effective training programs, pedagogical design, and digital learning technologies.

👉 First, I identify the targeted knowledge and skills for each module.

👉 Second, in order to tailor to the needs of learners and businesses, I apply multimodal learning as my teaching strategy. This is achieved by using different instructional methods, media, and teaching tools.

👉 Lastly, I give high importance to graphic design, to the pedagogical clarity of the materials and documentation while adapting to people with disabilities.

👉 Therefore, I follow the Easy-to-read guideline by [Inclusion Europe for accessible learning](#).



## COMPUTER SKILLS

(PC/Linux/Mac)  
&  TECH TOOLS

- ✓ **Code (web development languages):** HTML5, CSS3, PHP5, MySQL, and JavaScript.
- ✓ **Web development:** Eclipse, Sublime, and Notepad ++.
- ✓ **Image editing:** Adobe Suite (Photoshop), Affinity (Photo), Pixelmator, and Gimp.
- ✓ **Desktop Publishing:** Adobe Suite (InDesign), Affinity (Publisher), and Scribus.
- ✓ **Presentation:** Keynote, Powerpoint, Google Slides, and Genially.
- ✓ **Computer drawing:** Adobe Suite (Illustrator), Affinity (Designer)
- ✓ **Video capture and editing:** QuickTime, Camtasia, Final Cut Pro (Apple), DaVinci Resolve 18, and iMovie.
- ✓ **Sound:** Audacity et GarageBand.
- ✓ **LMS (Learning Management System):** Google Classroom, Teachery, Podia, Moodle LMS open source, Articulate 360 / Storyline, and Adobe Captivate.
- ✓ **DLH (Digital Learning Hub):** Google Workspace for Education (Google Sites, Google Docs, Google Sheets, Google Meet etc.), Microsoft Teams (Excel, MS Word, etc.), Notion, ClickUp, and Evernote.


## 4. CURRICULUM DEVELOPER, PROFESSOR/INSTRUCTOR (FACE-TO-FACE AND ONLINE COURSES)

Since 2006, I have trained people in career transition, employees, business owners, and even graphic design, marketing, and communication students for various public and private sectors in cities such as Paris, Nantes, Metz, and Toulouse. With 17 years of professional experience, I intervene as a subcontractor curriculum content developer and instructor, as well as coordinator for marketing communication, business, and international programs.

## 5-DISABILITY OFFICER (INCLUSION AND EQUITY FOR LEARNERS WITH DISABILITIES)

I welcome, accompany, and support people with disabilities throughout their training journey with FAW.

### HERE'S WHAT I DO:

- ➔ Inform and raise awareness among service providers, interns, and students of the establishment.
  - ➔ Develop a network of partners throughout the French department of Haute-Garonne and the Occitania region.
  - ➔ Identify and mobilize French government aid for individual compensation.
  - ➔ Attend two disability training courses per month.
  - ➔ Build a policy for the inclusion of people with disabilities.
  - ➔ Adapt pedagogical materials and documentation for people with disabilities by following the Easy-to-read guideline by Inclusion Europe for accessible learning.
  - ➔ Evaluate and monitor disability throughout our training programs.
-  *Please note this is French law. All training companies in France that pass a certain number of trainees/students must have one disability officer (known as Référente Handicap).*

## 6-HEAD OF ADMINISTRATION


I manage all administrative work and clerical duties.

### HERE'S WHAT I DO:

- ➔ **Accounting:** French public funding (OPCO) payment follow-up and audits, estimates, invoices and reminders to customers payment of invoices, periodic declarations of sales figures (French taxes service: Urssaf), pedagogical balance sheet to local French Government inspection department (DREETS), etc.
- ➔ **Recruitment:** subcontractor contracts, internships, service providers, etc.
- ➔ **Supplier orders:** purchase and manage learning software (LMS), Cloud Workspace, after-sales service, etc.
- ➔ **Elaboration and preparation** of all documents necessary for implementing, following up, and closing a professional training action.

## STUDIO ARDEPHWERK - 2003 TO 2019 CREATIVE DIRECTOR | GRAPHIC & WEB DESIGNER BRAND AND DIGITAL MARKETING STRATEGIST

From 2003 (*created in Paris, France*) to 2019, Ardephwerk was a go-to agency for all-inclusive, distinctive, and high-end creative marketing concepts. I offered a wide range of services that span the strategic, concept/creation, and production phases, placing my extensive know-how in publishing, branding, visual identity, web design, signage, event creation, and StoryTelling in English/French at the disposal of my international clients.

 For example, I worked one-on-one with international clients in France, Dubai, Nigeria, China, and the UK by helping them with their branding, creative ideas, design, and strategy.

After sixteen years of development and profitability, in 2019, I ended Ardephwerk Multidisciplinary Design Studio to concentrate entirely on my continuing education company Formations Ardephwerk - FAW (a certified training company).



## MY QUALITIES (Skills)

- ✓ **Critical Thinker:** analyzing, assessing, synthesizing, and evaluating information and data gathered.
- ✓ **Strategic planner:** setting S.M.A.R.T. goals, then planning and organizing them into different tasks/milestones.
- ✓ **Writing skills in French and English:** writing training programs/actions, copywriting;
- ✓ **Technical skills:** HTML, CSS, JavaScript & PHP languages that allow me to customize LMS interfaces.
- ✓ **Interpersonal skills:** I'm a people person and can adapt/talk to anyone.
- ✓ **Team spirited and player:** I work creatively with others, communicating clearly, collaborating, and interacting effectively with diverse and remote teams.
- ✓ **Creative and resourceful:** I use my organization skills, self-determination, and sense of priorities to explore all options until I figure something out.

## RACHAEL HELPS!

**(YOUTUBER/ BLOGGER+ WRITER) - 2011 to 2018**

**SOCIAL MEDIA MANAGEMENT | CONTENT CREATOR AND WRITER | CONTRIBUTING WRITER**

Being passionate about video, I started a YouTube channel in 2011:

- ➡ It was to self-learn how to edit videos and generate revenue (monetization) via YouTube.
- ➡ As an American in France, I posted videos about the cultural differences between the two countries.
- ➡ I shared my little life moments, travels, people, and places and answered viewers' questions.

My alter-ego, Rachael HELPS!, has grown into something more for the last seven years. I have built up an engaging audience and community of followers from every country 🌍. Also, I've created an advice column for my community on my blog and YouTube channel. 📖 In addition, I create content in the form of blog posts, articles for magazines, Youtube videos, and podcasts on practical, and in-depth advice.

### Contributing Writer for Haute Life Lifestyle Magazine 📖

Haute Life is an English-language magazine in Toulouse dedicated to the art of living. I have written articles on life as an expatriate in France and also on how to run a business in France.

## VARIOUS FRENCH SCHOOLS FOR DESIGN, APPLIED ARTS, DIGITAL CREATIVITY, AND MULTIMEDIA 2006 TO 2014 PROFESSOR OF VISUAL COMMUNICATION, GRAPHIC DESIGN, WEB DESIGN, AND DEVELOPMENT

From 2006 to 2014, I was a part-time professor for various private French schools. 🏠 **School list and dates :**

- ➡ MJM GRAPHIC DESIGN SCHOOL - NANTES - 2013-2014
- ➡ ÉCOLE PIVAUT - NANTES - 2009 - 2014
- ➡ CRÉAPOLE ÉCOLE DE DESIGN - PARIS - 2006 - 2009

I provided curriculum development and instructor-led (face-to-face) teaching to groups of 15 to 30 students in graphic design and web design. I utilized my teaching skills, experience, and abilities to create a positive, nurturing, and effective classroom environment.

### 📖 **HERE'S WHAT I DID:**

I delivered professional hands-on teaching in French using creative, adaptive methodologies, such as:

- ➡ Designed and developed instructor-led learning materials and adapted training guides, and skills assessments to meet learners' needs.
- ➡ Developed specialized graphic design and web design courses.
- ➡ Designed tailored coursework, delivered lessons, activities, and assignments, and conducted regular assessments to evaluate course effectiveness and target skills.
- ➡ Taught students in French, providing a diversified learning experience that accommodates students' different learning styles, hands-on-interactive methods, and tools to make my courses engaging.
- ➡ Supported and accompanied French students to optimize their evolution in visual communication by developing the skills required to obtain entry-level employment in graphic and web design positions.
- ➡ Subjects taught: *art history, fundamentals of color, typography, iconography research, design and development of interactive interfaces (UI), development of visual identities, responsive web design and ergonomics, compatibility, accessibility, information architecture, graphic guidelines, tree structure, wireframes, functional scenario, responsive design (fluid), switch design, Adobe creative suite (Illustrator, Photoshop, Indesign), Sketch UI design, and Html5 / CSS on the Dreamweaver and Notepad ++ platforms.*
- ➡ Coordinated with department administrators and program coordinators to ensure fulfillment of degree standards and expectations.
- ➡ Collaborated with teachers, program directors, and academic coordinators to revise curricula to meet student learning outcomes



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better.

- ➔ Define the case studies and divide the tasks between the other teachers.
- ➔ Participated in the school open house: selection of students' work, display, and promotion of the school for future enrollment.
- ➔ Jury for candidates in the certification of specialization process

## ASSOCIATION HANDMADE SHOWROOM - NANTES - 2009 TO 2012

### FOUNDER AND EVENT MARKETING COORDINATOR

Organization of twelve editions of the Handmade Showroom trade-fair, dedicated to well-being and creation. This two-day event, hosted in Nantes, attracted over 1500 attendees and 600 people at our conferences. In 2011, the concept was transformed into an association where I continued to develop, organize, and produce events to promote creative & well-being entrepreneur work. The association focused on creating, developing, organizing, and producing events to promote the work of creative individuals and entrepreneurs based in Nantes. Event formats included: Co-lunching, Co-working, Networking, "After-work" gatherings, exhibition openings, private sales, well-being, and trade fairs.

Services provided included: implementation and coordination of communications and marketing plans, graphic creation, visual identity, web design and development, public relations and buzz media.

➔ See examples at: <https://lnkj.in/t/handmade-showroom>

## RAJUL© PARIS - 2006 to 2011

### FASHION AND ACCESSORIES DESIGNER 🧥

I created a small start-up company where I created fashion accessories, entirely handmade, in small quantities, and unique pieces. With one employee, I delegated the production of fashion accessories to concentrate on the designs, marketing, distribution, and sales. Rajul Paris Handmade accessories were sold worldwide via the internet, design fairs (in Paris & Nantes, France), and boutique stores.

➔ Here are some examples of my designs: <https://www.flickr.com/photos/rajulparis/>

### 👁️ FEATURED & PUBLISHED IN:

- ➔ Numero chik printed magazine [www.numerochik.com](http://www.numerochik.com)
- ➔ Designer in Paris book, a shopping book for the Asian market
- ➔ SheFind blog
- ➔ Modish blog
- ➔ The trendy girl blog
- ➔ Home page of Etsy & more...