



STRATEGIC L&D SOLUTIONS FOR



INSTRUCTIONAL DESIGN
& DEVELOPMENT



Experience. Talent. Results.

We Have the Talent for That

For over 30 years, TTA (The Training Associates) has been a trusted partner for organizations seeking top-tier learning and development talent.

As a women-owned business and a pioneer in the L&D industry, we specialize in offering organizations, both large and small, the expertise they need to succeed. From design and development to delivery, we provide exceptional talent and tailored solutions to address any training need.

At the core of TTA is our expansive network of carefully vetted and highly skilled L&D professionals. With thousands of experts in the field, we ensure that only the most qualified trainers, instructional designers, and consultants are part of our team. Our professionals bring extensive experience, deep industry knowledge, and a passion for creating engaging learning experiences that drive results.

With TTA, you gain a strategic partner committed to delivering measurable impact through exceptional learning.



30+

Years Experience



23K

L&D Professionals



12M+

Learners Educated



15K

Skill Sets



80+

Industry Awards



100+

Countries





Instructional Design & Development

Building Engaging Learning That Drives Business Performance

Organizations face constant change, whether it's adopting new technologies, navigating shifting regulations, or meeting evolving customer expectations. To stay competitive, your workforce must be equipped with the right knowledge and skills at the right time. That's where instructional design and development comes in: *transforming complex information into clear, engaging learning that drives measurable performance improvements.*

But even organizations with strong internal teams often hit capacity limits or encounter needs that require specialized expertise. Whether it's augmenting your staff for a short-term initiative or partnering on a full-scale custom solution, expert instructional design support ensures your learning stays on track—and your business keeps moving forward.

Why Outsource Instructional Design & Development?

Many organizations are turning to external partners to strengthen learning impact and streamline operations. In fact, 59% of companies now outsource part or all of their L&D activities, including instructional design, to gain specialized expertise and scale effectively.



Fast Fact:

Brandon Hall Group found that **70% of companies outsource** aspects of their L&D strategy to improve effectiveness and flexibility.

Outsourcing instructional design provides immediate access to expert talent while offering flexibility and cost control. It allows organizations to:

- **Expand Capacity on Demand** – Bring in experienced designers exactly when and where you need them.
- **Tap Specialized Knowledge** – Access talent skilled in the latest tools, methodologies, and learning technologies.
- **Accelerate Delivery** – Meet aggressive project timelines without overburdening your internal team.
- **Gain Fresh Insight** – Leverage external perspectives to innovate and strengthen your programs.
- **Optimize Budgets** – Stay agile by engaging experts only as needed, without the fixed costs of full-time hires.

Whether you need on-demand instructional design expertise or a fully managed solution, TTA is your strategic partner, delivering instructional excellence and measurable business impact.



Choosing the Right Learning Design Support

Instructional Design and Development, Tailored to Your Needs

At TTA, we customize our support to meet your needs, whether that means providing one or multiple team members for a staff augmentation model, or having TTA manage the entire initiative with our full-service design team. No matter where you are in the process, we're ready to step in and help you move forward.

Which Approach is Right for Your Learning Initiative?



Staff Augmentation

Expert Talent Ready to Integrate

- Tap into our extensive network of experienced Instructional Designers, Content Developers, eLearning Specialists, and more.
- Scale support based on your project needs, whether for a short-term sprint or a long-term initiative.
- Maintain full control of your projects while augmenting your internal capabilities.
- Flexible options for part-time, full-time, or project-based engagement.

[Click Here](#)

to view the Staff Augmentation section



Custom Solutions

End-to-End Learning Design and Development

- Partner with TTA for full-service instructional design and content development, from designing the learner experience through final delivery.
- We manage strategy, design, development, quality assurance, and project oversight.
- Ideal for organizations seeking a turnkey learning solution aligned to business goals.
- Predictable timelines, transparent pricing, and a seamless experience from start to finish.

[Click Here](#)

to view the Custom Solutions section



Instructional Design Staff Augmentation



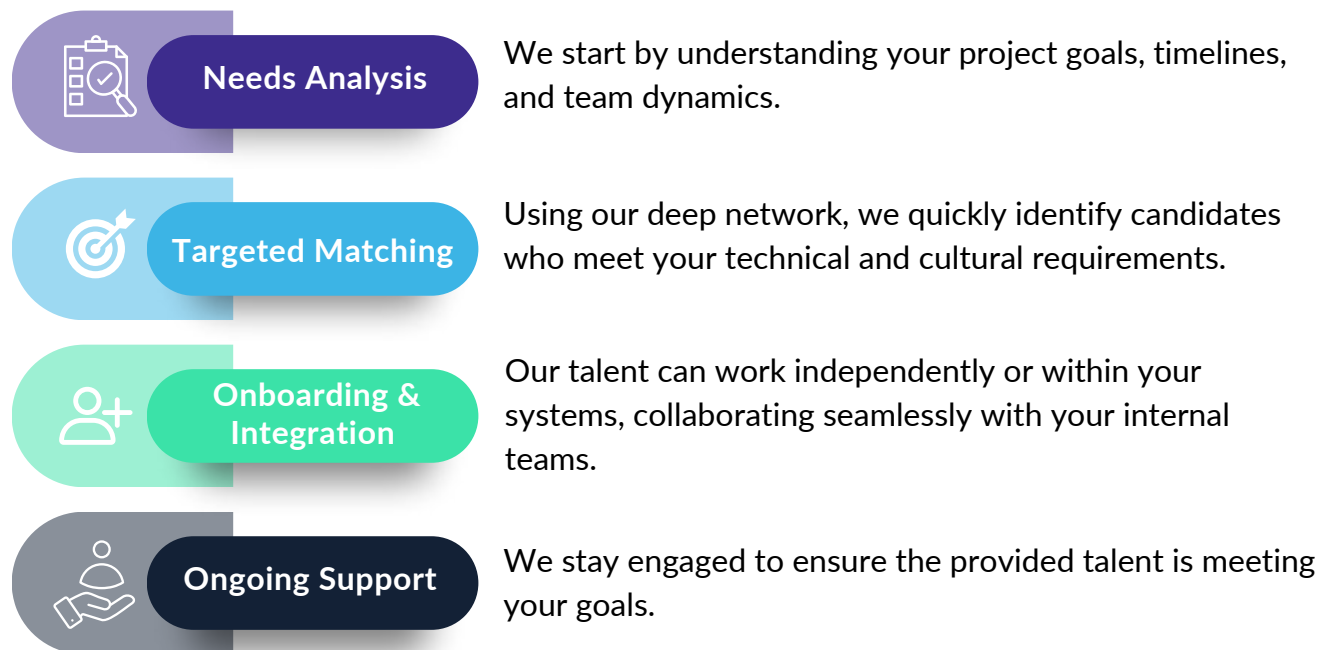
How It Works

Instructional Design Staff Augmentation

Extend Your Team with Confidence

When you need extra hands or specialized expertise, whether for a single project or to scale your entire L&D operation, our instructional design staff augmentation service offers the agility and skill you need. We match you with highly qualified professionals who integrate seamlessly into your team, bringing deep experience and a commitment to your goals.

Our Process:



Roles We Place:

- Learning Strategist
- Instructional Designer
- Learning Experience Designer
- Curriculum Developer
- Content Developer
- eLearning Developer
- Technical Writer
- Learning Technologist
- AR/VR Developer
- Graphic Designer
- Professional Voiceover
- Subject Matter Expert
- Project Manager
- Program Manager





Staff Augmentation: Capabilities & Expertise

A Seamless Extension of Your Learning Team

Our instructional design professionals bring deep expertise across the full spectrum of learning design and development. Whether your project requires foundational eLearning or highly interactive, multi-modal solutions, our talent is equipped to meet your needs with precision and creativity.

Our On-Demand Instructional Designers Capabilities:

Instructional Design & Learning Strategy

Experience design, curriculum mapping, learning objectives, and performance alignment



Content Development

Engaging, learner-focused content structured for clarity and knowledge retention



eLearning Development

Interactive modules, microlearning, scenario-based training, and simulations



Instructor-Led & Virtual Training Design

Facilitation guides, presentations, participant materials, and blended learning paths



Multimedia & Creative Services

Video scripting, animation, infographics, custom graphics, voiceover integration



Assessment & Evaluation

Formative and summative assessments, knowledge checks, and feedback loops





Key Benefits of On-Demand ID's

Why Should You Utilize On-Demand Instructional Designers

- Seamlessly integrate expert instructional designers into your existing team
- Quickly close critical skills gaps with experienced, agile talent
- Deploy fully qualified professionals aligned with your tools, processes, and organizational culture
- Scale your design and development capacity up or down to meet evolving project demands
- Accelerate timelines and outcomes with proven learning experts who deliver measurable impact
- Flexible engagement models that optimize cost, utilization, and speed to delivery



Fast Fact:

TTA's network includes over 5,000 instructional design professionals with expertise in more than 30 industries.

With the largest network of pre-vetted instructional designers, we've supported thousands of projects across industries, from fast-moving tech firms to Fortune 500s. Our experts don't just fill gaps, they elevate your training outcomes.



Individual L&D experts for focused support



Short-term, long-term, or fractional availability



Scalable teams for large initiatives



Remote or onsite placements

On-Demand Instructional Designers in Action

Scaling Learning & Development Through Specialized Talent Support



Ford Motor Company partnered with TTA to augment its internal L&D team across a range of strategic initiatives. With a wide variety of projects, from design thinking facilitation and operator safety training to digital onboarding, simulation development, and change communications, Ford needed flexible access to high-quality learning professionals who could seamlessly integrate into existing workflows.

Key Deliverables:

- Deployed instructional designers, content developers, technical writers, and facilitators to support projects across departments
- Delivered design thinking facilitation, sales enablement, and blended learning solutions tailored to Ford's operational and strategic goals
- Provided simulation designers, voiceover talent, and change communication specialists to support executive leadership training and transformation initiatives
- Maintained flexibility to staff roles on-demand, from short-term sprints to long-term, embedded talent partnerships



Scaling Instructional Design Support for High-Volume Program Redesign

Liberty Mutual partnered with TTA to expand instructional design capacity for a major new hire training redesign in its Workers' Compensation division. With an internal team of four instructional designers and over 60 learning assets requiring updates or rebuilds, the team needed experienced support to meet aggressive timelines and ensure development continuity. TTA provided dedicated instructional designers to integrate with Liberty Mutual's team, support asset development, and follow established templates and processes.

Key Deliverables:

- Supplied full-time instructional designers to assist in developing self-paced modules, job aids, videos, and activities
- Worked in coordination with internal team members to develop assets
- Delivered content using Rise 360, Storyline, Vyond, and WellSaid
- Provided flexible support to adapt to shifting priorities

On-Demand Instructional Designers in Action

Scalable Instructional Design Support for Digital Transformation



Marriott International partnered with TTA to support a large-scale digital technology transformation initiative. Facing internal restructuring and a growing need for learning development capacity, Marriott turned to TTA to rapidly scale its instructional design and development team through strategic staff augmentation. TTA delivered highly skilled talent with the expertise and agility needed to accelerate content development and integrate seamlessly into Marriott's internal learning team

Key Deliverables:

- Onboarded 12 instructional designers and developers to expand Marriott's internal L&D capacity
- Developed training content and materials using tools such as Assima, Articulate Storyline, and Smartsheets to meet project specifications
- Adapted resource levels through a flexible engagement model, ensuring scalability as project demands evolved



Staff Augmentation for Instructional Design Leadership

Ryder System partnered with TTA to staff a lead instructional designer to support several internal learning initiatives. With a need for immediate support and the flexibility to work remotely or onsite at key Ryder locations, this role required a senior-level L&D professional who could manage design projects, lead content development efforts, and collaborate with internal stakeholders. The engagement helped Ryder move forward with critical training priorities without the delays of long hiring cycles.

Key Deliverables:

- Placed a skilled instructional design lead with expertise in corporate L&D and logistics
- Supported the creation of both instructor-led and eLearning training programs
- Provided project oversight, including timelines, stakeholder coordination, and reporting
- Delivered services on a time-and-materials basis to support fluctuating internal demands
- Enabled fast ramp-up with minimal onboarding, ensuring immediate business impact

On-Demand Instructional Designers in Action

Accelerated Blended Learning Paths for Onboarding Success



Verizon partnered with TTA to augment their internal instructional design team during a critical time of growth. Verizon needed immediate access to expert talent who could collaborate with subject matter experts, design comprehensive blended learning programs, and deliver high-quality assets on a fast timeline. The engagement focused on building learning paths tailored to both existing and newly defined roles, helping Verizon improve onboarding consistency and prepare teams for long-term success.

Key Deliverables:

- Developed end-to-end blended learning programs, including ILT, eLearning, job aids, and assessments
- Collaborated with internal SMEs to refresh outdated content and build new materials
- Created scalable onboarding content across 10+ job roles
- Delivered training assets to support both onshore and offshore facilitation
- Supported project execution under Verizon's internal project management team
- Provided specialized expertise in Storyline 360, Camtasia, SnagIt, and MS Office tools



Interim Instructional Design Support to Sustain Project Momentum

McDonald's partnered with TTA to provide interim instructional design support while the organization searched for a full-time hire. TTA was selected as a trusted vendor to help the internal learning team meet immediate business demands and maintain project momentum during a critical staffing gap.

Key Deliverables:

- Sourced and placed an experienced instructional designer within days of request
- Supported internal U.S. business learning needs across multiple projects
- Ensured seamless knowledge transfer and project continuity until FTE hire
- Maintained weekly engagement of 25–30 hours to meet evolving priorities

On-Demand Instructional Designers in Action

Augmenting L&D Capacity for High-Impact Team Effectiveness Training



CITGO partnered with TTA to provide a skilled content developer with strong visual design capabilities to support the Organizational Development team in modernizing and refining instructor-led training materials. With newly appointed leadership, CITGO sought to elevate the quality of its learning assets—starting with a Team Effectiveness course that included DISC debrief content.

Key Deliverables:

- Provided a seasoned content developer with a deep background in organizational behavior, ILT design, and advanced PowerPoint and Photoshop skills
- Collaborated closely with the internal SME to bring high design standards and instructional cohesion to the final product
- Converted a 65-slide content draft into a streamlined, professionally designed ILT PowerPoint deck suitable for executive audiences
- Developed an engaging participant workbook to accompany the session



Staff Augmentation: Interactive eLearning Transformation

Susan G. Komen For the Cure partnered with TTA to provide a seasoned instructional designer on a staff augmentation basis. The goal was to elevate their eLearning experiences by transitioning from basic video-based content into more interactive, responsive, and engaging modules using Articulate Storyline 360 and Rise. The TTA-provided resource supported multiple departments across the organization with process-based learning, onboarding, and job role training.

Key Deliverables:

- Provided an experienced instructional designer with advanced proficiency in Articulate Storyline 360 and Rise
- Developed custom eLearning modules with interactive digital learning
- Created responsive microlearning experiences aligned with learner needs
- Collaborated with internal SMEs to design and storyboard content tailored to specific roles
- Supported the L&D team with flexible weekly hours based on project demand, delivering consistent quality throughout



Custom Learning Solutions



How It Works

Custom Learning Solutions: Our Full-Service Approach

Tailored Learning That Drives Results

Our instructional design process blends the discipline of ADDIE with the speed and flexibility of SAM. This hybrid methodology ensures structured analysis and planning while allowing for iterative design, rapid prototyping, and faster course refinement. It enables you to accelerate timelines without sacrificing instructional quality or alignment with business outcomes.

Our Process:



Discover & Align

We begin by understanding your business objectives, audience needs, and desired outcomes, ensuring every solution is aligned with your strategy.



Design & Conceptualize

Our team crafts a tailored learning design blueprint, integrating instructional best practices and engaging formats to maximize impact.



Develop & Build

We bring your learning to life with high-quality content, multimedia, and interactive elements designed to keep learners engaged and drive measurable outcomes.



Deliver & Support

Whether it's a one-time launch or an ongoing program, we deploy the solution and provide post-launch support to ensure long-term success.

Built for Impact, Designed for You

At every stage of development, our focus is on creating learning that is visually engaging, instructionally sound, and aligned with your business objectives. Whether you're tackling a single project or building a comprehensive learning ecosystem, TTA's custom solutions are designed for measurable impact, scalability, and long-term relevance. With deep expertise across industries and learning modalities, we partner with you to deliver training that drives real results.





Custom Learning Solutions:

Capabilities & Specialties

End-to-End Expertise Across All Learning Modalities

TTA's custom learning solutions combine creativity, instructional expertise, and technical precision to deliver training that sticks. Whether you're building a leadership program, refreshing legacy courses, converting instructor-led content to digital formats, or launching a complex compliance or product rollout, our team is equipped to support every level of effort—from high-impact strategic initiatives to fast-turn course updates.



Learning Strategy Support

- Needs analysis, audience profiling, and learner experience design.
- Curriculum mapping and alignment to business objectives.
- Recommendations for optimal modalities (eLearning, ILT, blended, mobile-first).



Instructional Design Expertise

- Learning objective alignment, curriculum design, and instructional flow mapping.
- Design of instructor-led (ILT), virtual instructor-led (vILT), and eLearning experiences.
- Selection of learning modalities including microlearning, scenario-based learning, and gamification.



Content Development

- Development of learning assets across all modalities, including eLearning, ILT/vILT, video, and performance support tools.
- Multimedia content creation (video, animation, simulations, audio).
- Buildout of toolkits, facilitator guides, workbooks, and reinforcement resources.
- SCORM-compliant course packaging and LMS-ready deliverables.

Capabilities & Specialties



Technology and Platform Integration

- Alignment of learning technology with business and learner needs.
- Guidance on LMS functionality, course deployment, and system workflows.
- Support for content migration, platform transitions, and SCORM/xAPI integration.
- Recommendations for modality enablement (eLearning, ILT, blended, mobile).



Quality Assurance and Testing

- Instructional, functional, and technical review processes.
- Accessibility audits to meet WCAG/ADA compliance standards.
- Thorough learner experience testing to ensure engagement and performance.



Project Management Support

- Centralized coordination across design, development, and delivery workstreams.
- Timeline and milestone management using client-preferred tools.
- Ongoing risk tracking, issue resolution, and change control.
- Clear communication cadence with client stakeholders and delivery teams.

These capabilities form an end to end framework that connects learning strategy, design, development, technology, and governance without gaps. By uniting strategic insight, instructional craft, technical fluency, and disciplined project management, we turn learning objectives into engaging experiences that accelerate performance and advance business goals.



The Advantage of Full-Service Custom Learning

A Seamless Path From Business Need to Learning Impact

Whether you're launching a new initiative, modernizing outdated training, or solving a performance challenge, impactful learning starts with strategy aligned to outcomes and execution that delivers measurable results. While staff augmentation empowers your internal team with expert talent, a full custom solution gives you a turnkey approach, where TTA manages everything from discovery to delivery.

With custom learning solutions, you gain:

Custom Built Training Program

Tailored learning solutions designed around your audience, content needs, and business goals.

End-to-End Accountability

From needs analysis to learner feedback, we own the results, so you stay focused on the bigger picture.

Brand Integration

Deep alignment with your organization's culture, voice, and performance metrics.

Unified Strategy & Execution

We handle every step of the process, ensuring design, development, and delivery are fully aligned to your goals.

Simplified Management

Reduce internal lift with a single partner managing timelines, deliverables, and quality control.



Staff augmentation gives you agility. Custom learning takes it a step further by offering a complete, guided solution, ideal when you need a partner to not just support your team, but to own the full project from start to finish.



Fast Fact:

80% of L&D leaders say that custom training is more effective at meeting business goals than generic programs. (LinkedIn Learning Report)




Project Examples:

Custom Learning Solutions

Every learning initiative is unique, but the foundation remains the same, thoughtful design, learner-centric development, and a focus on measurable outcomes. Below are examples of how our instructional design and development expertise has brought a wide range of learning solutions to life. Whether building full custom programs or providing targeted support, we tailor each project to fit the needs of the organization and the learners it serves.


See What We've Built: Custom Learning Highlights

eLearning Sample
Space X
Landing a Falcon 9 Rocket



[View Sample](#)

eLearning Sample
Align
Invisalign Product Training



[View Sample](#)



Project Examples:

Custom Learning Solutions

eLearning Sample
BMW

Tire Sidewall Training



[View Sample](#)

eLearning Sample
**The Department of
Children and Families**

Child Passenger Safety Course



[View Sample](#)

Video Sample
McGrath

Compensation Training



McGRATH

[View Sample](#)

Custom Learning Solution in Action

Designing Better Assessments Building Test-Writing Skills for Learning Impact



Pfizer partnered with TTA to develop and deliver a targeted instructional program focused on writing effective assessment questions. The initiative was developed in two tiers. In Tier 1, TTA built and facilitated a Writing Smart Questions workshop at Pfizer's annual U.S. training conference. The session equipped training staff with practical techniques to improve test questions authored by subject matter experts, ensuring assessments were clear, valid, and aligned to learning objectives.

Key Deliverables:

- Designed a fully custom workshop focused on writing effective test questions
- Delivered a pilot session at Pfizer's national training conference to ~30 trainers
- Created post-training reinforcement tools to extend learning beyond the session
- Developed a Train-the-Trainer (T3) program to support internal scale-up
- Provided project management support
- Integrated best practices in learning science and assessment design to elevate quality

The 'align' logo, with the word 'align' in a lowercase, sans-serif font.

* invisalign | iTero

Creating a Scalable Sales Training Program for Strategic Growth

Align Technology partnered with TTA to develop a blended learning program to support the rollout of a new sales methodology. As part of a larger strategic transformation, including new tools, reporting structures, and onboarding processes, Align sought a dynamic and engaging training experience for its sales team. With an aggressive timeline and limited in-house development experience, Align turned to TTA to help build a scalable, scenario-based learning solution that could be delivered virtually across the Americas region.

Key Deliverables:

- Designed a 1.5–2 day foundational sales training program with a blended approach (interactive eLearning, VILT, and roleplay)
- Developed scenario-based modules in Rise and Articulate Storyline, tailored to Align's internal tools and sales process
- Created facilitator guides and user resources to support consistent virtual delivery
- Provided sales subject matter experts (SMEs) to refine and validate content

Custom Learning Solution in Action

Kiosk Training Video Series for Frontline Staff



Subway partnered with TTA to create a series of custom training videos introducing and reinforcing their new self-service Kiosk ordering system. The initiative aimed to equip employees with the skills and knowledge needed to operate, maintain, and support the Kiosks effectively, while also preparing managers to lead internal training efforts. The project supports a broader push to enhance the customer experience and streamline in-store operations.

Key Deliverables:

- Instructional design and development of five targeted training videos:
 - Kiosk Overview
 - Kiosk Guest Service Best Practices
 - Reading and Using the Kitchen Display System (KDS)
 - Kiosk Maintenance and Care
 - Leading Team Training Sessions
- Designed content for ease of internal rollout and video delivery
- Collaborative development process with Subway stakeholders
- Delivered final video content on time and within budget

The Oracle logo, consisting of the word "ORACLE" in a bold, red, sans-serif font, set against a white rounded rectangle.

Custom Bootcamp Content Development for Product Enablement

Oracle partnered with TTA to support technical content development and review for high-impact bootcamp programs aligned with active Oracle product lines. TTA provided experienced instructional designers, technical writers, and subject matter experts to support quality assurance, curriculum updates, and the development of new enablement content to ensure alignment with evolving product capabilities and enterprise training standards.

Key Deliverables:

- Designed and developed new training modules, job aids, and labs aligned to Oracle's instructional framework
- Assembled cross-functional resource teams including product experts and instructional designers for each curriculum stream
- Supported Oracle's global enablement strategy with both technical and sales-facing content

Custom Learning Solution in Action

Custom Train-the-Trainer Program Design for Soft Skills



JetBlue Airways partnered with TTA to design and develop a blended Train-the-Trainer (TTT) program through JetBlue University. The goal was to prepare internal frontline crew members to become certified instructors across multiple JBU colleges. The program incorporated both instructor-led training and eLearning modules focused on core facilitation and soft skills, and required approval by the FAA. TTA provided a team of instructional designers and a project manager to deliver content with lasting impact, built for long-term use.

Key Deliverables:

- Designed and developed 10 hours of instructor-led training content across multiple soft skills modules
- Created 1 hour of Level 2 eLearning content using Articulate 360 (Storyline and Rise)
- Collaborated with JetBlue SMEs to ensure content aligned with brand standards and FAA requirements
- Built detailed storyboards for ILT and interactive prototypes for eLearning modules
- Provided project management support to coordinate timelines, updates, and collaboration with JetBlue's team
- Delivered content ready for deployment in JetBlue's SharePoint and SAP LMS platforms



Custom eLearning Development for Leadership and Management Training

Avanade partnered with TTA to transform internally designed leadership and management content into two polished, Level 1 eLearning modules. Facing a tight delivery window and limited internal bandwidth, AvanaDe turned to TTA for rapid, high-quality content development. TTA's developers worked directly with SMEs to craft engaging, on-brand modules that aligned with AvanaDe's design standards and learning goals.

Key Deliverables:

- Developed Level 1 eLearning modules in Articulate Storyline
- Collaborated with SMEs to script custom voiceover narration
- Incorporated graphic editing and photo assets to maintain branding consistency
- Delivered fully narrated modules with smooth user experience and instructional flow
- Provided remote project management support to keep timelines and collaboration on track

Custom Learning Solution in Action

Custom Learning Solutions for Financial Advisor Development

Edward Jones[®]

Edward Jones partnered with TTA to provide local, experienced instructional designers to support the creation and ongoing enhancement of continuing education materials for their financial advisor workforce. The engagement focused on building custom learning content that aligned with the firm's high-quality standards and delivery tools.

Key Deliverables:

- Onsite instructional design support
- Development and maintenance of continuing education materials
- Creation of storyboards and course assets using tools including PowerPoint, Word, Photoshop, Captivate, Articulate, and Snagit
- Collaboration with subject matter experts to ensure content accuracy and business alignment

 **MAPFRE**

Rapid eLearning Development for Time-Sensitive Software Rollout

Mapfre USA partnered with TTA to create high-quality eLearning to support the rollout of updates to its client-facing software. With a non-negotiable deadline and a tight production window, Mapfre needed a collaborative partner who could move fast without compromising quality. TTA provided instructional design and project management support to develop an effective learning solution that prepared employees for go-live.

Key Deliverables:

- Developed eLearning in Articulate Storyline
- Included professional narration and polished formatting without requiring video, interactivity, or graphics
- Delivered under a strict two-week timeline to meet go-live deadlines
- Provided instructional design and project management resources to ensure efficient execution and quality control
- Maintained continuous collaboration with Mapfre to align with brand expectations and training goals

Custom Learning Solution in Action

Development of Leader Training eLearning Modules



Scouting America, (formerly Boy Scouts of America), partnered with TTA to build a modernized suite of eLearning modules for its adult leader training program. With a critical policy update to include girls in the Scouts BSA program, Scouting America used this opportunity to refresh and reframe its training content to reflect its evolving membership and reinforce key program standards.

Key Deliverables:

- Developed 19 responsive eLearning modules using Captivate
- Created interactive, SCORM-compliant courses with knowledge checks and 2-4 interactions per module
- Incorporated provided narration, assets, and templates
- Delivered all content in English with updated closed captions
- Maintained clear review cycles and weekly approvals to ensure timely delivery
- Supported program readiness for LMS upload by BSA's deadline



Custom Manual Development for Saks.com Operations

Saks Fifth Avenue partnered with TTA to support the launch of Saks.com by designing and developing a custom training manual tailored to their merchandise operations, sample management, copy staff, and IT teams. Two instructional designers were deployed: a Lead ID responsible for design, facilitation, and project oversight, and a second ID dedicated to content development. The manual was built to align with Saks' internal workflows and platform, with the Lead ID also conducting post-development training sessions.

Key Deliverables:

- Designed and developed a comprehensive training manual for Saks.com operations
- Deployed two instructional designers with deep retail and technical experience
- Conducted stakeholder interviews and content reviews on-site
- Delivered training sessions based on completed manual
- Aligned training materials with Saks' platform and go-live schedule



Instructional Design Toolbox



Tools & Technologies: Powering Effective Learning

TTA's design and development talent is fluent in today's most widely used learning tools and technologies. From immersive multimedia to assessments, analytics, and mobile delivery, our toolbox reflects what your learning needs most: flexibility, fluency, and results.

Our Instructional Design Toolbox



eLearning Development & Authoring Tools

Tools for building interactive, SCORM-compliant learning content

- Articulate Storyline & Rise
- Adobe Captivate
- Lectora
- iSpring
- Elucidat



Video & Multimedia Production

Platforms used to create engaging videos, animations, and voiceovers

- Camtasia
- Vyond
- Adobe Premiere Pro
- After Effects
- Synthesia



Animation, Graphics & Visual Design

Graphic and UX tools to support modern, brand-aligned learning

- Adobe Illustrator
- Adobe Photoshop
- Canva
- Figma / Adobe XD



Assessment & Evaluation Tools

Tools for building interactive, SCORM-compliant learning content

- Questionmark
- ClassMarker
- SurveyMonkey
- Google Forms / Microsoft Forms



Learning Platform Integration & Delivery

Expertise working within client LMS/LXPs or advising on delivery

- SCORM
- xAPI (Tin Can API)
- AICC
- Seamless testing and integration with any modern LMS



Emerging & Advanced Technologies

Tools for immersive, adaptive, or AI-enhanced learning environments

- VR/AR Learning Platforms
- AI-Enhanced Learning Tools
- Mobile-first and Responsive Design Frameworks
- xAPI Analytics Tools
- Chatbot / AI Tutoring Tools



**Proven Expertise,
Trusted Partnerships.
Let's Build Together**



Your Path to Scalable Learning Support Starts Here

TTA makes it easy to scale learning support, whether you need one expert or a full-service solution. We streamline the path from initial conversation to deployment, helping you access the right talent, expertise, and execution model at every stage.



Start with a Conversation

We start by understanding your goals, timelines, and existing resources. Whether you're finalizing the plan or still shaping the vision, we'll help you explore the right support options aligned with your priorities.



Choose Your Level of Support

After a collaborative discovery process, we'll recommend a support model aligned with your goals, resources, and timelines:

- **Staff Augmentation:** Add expert instructional designers, developers, or learning strategists to your internal team. You maintain day-to-day direction, we provide the talent and speed to scale.
- **Custom Solutions:** Hand off the full project to TTA. We own the design and development of your learning solution, from concept through delivery.
- **Hybrid Support:** Combine internal and external resources while TTA leads key workstreams or deliverables. Ideal when you need extra capacity with shared ownership and minimal disruption.



Launch and Deliver with Confidence

We manage onboarding, alignment, and execution, working seamlessly with your systems and stakeholders. Our process ensures smooth delivery, consistent communication, and the agility to adapt as needs evolve.

Your goals drive our approach.

No matter where you are in your learning journey, TTA gives you fast access to the right support model and the expertise to move forward with confidence.





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