

Brandi Berland, RDH

INSTRUCTIONAL DESIGNER · HIGHER EDUCATION · FACULTY COLLABORATION

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Instructional designer with graduate training in Instructional Technology and higher education experience partnering with faculty to design, develop, and improve online, blended, and face-to-face learning experiences. Experienced collaborating with faculty to redesign courses, integrate educational technologies, develop assessments, and create engaging, accessible learning experiences across multiple instructional modalities. Skilled in backward design, Universal Design for Learning (UDL), accessibility, Canvas LMS, and faculty consultation. Passionate about partnering with faculty to create engaging, accessible learning experiences that improve teaching effectiveness and student success.

PROFESSIONAL EXPERIENCE

Adjunct Clinical Instructor — Dental Hygiene

July 2025 – Present

UTHSC College of Dentistry · Memphis, TN

- Collaborate with faculty to standardize assessment practices, improve rubric consistency, and support equitable student evaluation across clinical instructors.
- Conduct a needs analysis to identify a recurring student error in radiograph film orientation, then design original annotated visual learning aids that apply dual-coding principles to replace text-only instruction with anatomy-based visual cues, improving clarity and supporting learner comprehension.
- Evaluate student competency using standardized assessment rubrics, identify performance gaps, and provide targeted coaching to strengthen clinical decision-making and skill development.
- Maintain detailed clinical performance records using OneNote and other educational technology tools to identify learning gaps, reinforce missed concepts, and tailor instructional support to each student's individual learning needs.
- Provide clinical instruction for third- and fourth-semester dental hygiene students and deliver course coverage for second-semester diagnostic radiography, reinforcing clinical reasoning and evidence-based practice.

Instructional Designer

Summer 2025

University of Tennessee · Remote (Graduate Practicum)

- Partnered with faculty to conduct performance consulting on an existing course, identifying design gaps across instructions, prompts, rubrics, and learning objectives, then developing and implementing solutions in collaboration with the faculty subject matter expert.
- Transformed raw faculty source materials into a fully structured 17-module asynchronous Canvas course, developing module-level learning objectives, instructional content, discussions, assessments, multimedia assets, and 15 competency-based rubrics aligned with course outcomes.
- Independently managed the full instructional design lifecycle, including course redesign, from analysis through implementation, coordinating with the faculty subject matter expert to deliver the completed course within a six-week timeline.
- Applied backward design to align instructional content, discussions, assessments, and rubrics with the intended learning outcomes while expanding the original 5–7 module scope to support remote learners.
- Partnered closely with faculty throughout analysis, design, development, implementation, and revision of an online course.

Dental Hygiene Instructor

July 2023 – Present

Concorde Career College · Memphis, TN

- Redesigned DH226 instructional content, discussions, and assessments to improve learner engagement while preserving course objectives, CODA accreditation standards, and licensure preparation requirements.
- Provide faculty consultation to revise instructional materials, assessments, and learning activities while maintaining accreditation standards.
- Design, develop, revise, and deliver blended courses for dental hygiene students, integrating educational technologies and evidence-based instructional strategies to improve student engagement and learning outcomes.
- Integrate instructional technologies into online and face-to-face learning environments to increase learner engagement, reinforce key concepts, and support diverse learning needs.
- Design and facilitate end-of-semester mock interviews, coaching graduating students through behavioral interviewing, professional communication, and employment readiness for clinical practice.
- Advise and mentor a formal student advisee cohort each semester, providing individualized academic coaching, coursework planning, and career guidance to support student success and professional development.

Registered Dental Hygienist

June 2023 – May 2025

Cecile Shoemaker DDS · Memphis, TN

- Delivered preventive and therapeutic dental care for a diverse patient population while adapting treatment, communication, and education to individual clinical needs.
- Translated complex clinical information into clear, accessible education tailored to patients with diverse ages, backgrounds, and health literacy levels, supporting informed decision-making and treatment adherence.

Lead Dental Hygienist — School-Based Public Health Program

April 2010 – Nov 2018

Preferred Dentistry of Wisconsin · Milwaukee, WI

- Served as the founding hygienist for the practice's school-based public health program, establishing clinical workflows, standardizing service delivery, and supporting program implementation through Wisconsin's Seal-A-Smile initiative.
- Delivered preventive care and individualized oral health education to students ages 2–21 across Milwaukee and Racine counties, adapting communication and instruction for learners with diverse developmental, cognitive, and behavioral needs.
- Designed and delivered educational programs for school administrators, teachers, parents, nurses, and social workers, adapting instructional strategies and communication to meet the needs of diverse stakeholder groups.
- Promoted to Lead Hygienist; trained and onboarded new clinical team members while standardizing workflows and service delivery to improve consistency across multiple program sites.
- Maintained program documentation and public health compliance records while developing age-appropriate educational materials and visual learning aids to support patient understanding.

Student Teaching & Classroom Internships

Sept 2019 – May 2023

Crowders Creek Elementary (SC) · Lewisburg Elementary (MS)

- Completed classroom internships across multiple elementary grade levels, designing standards-aligned instruction, differentiating learning experiences for diverse learners, and building a foundation in instructional design principles later expanded through graduate study in instructional technology.

SKILLS

Instructional Design: Faculty Consultation · ADDIE · Backward Design · Needs Analysis · Curriculum Development · Learning Objectives · Assessment Design · Adult Learning Principles · Universal Design for Learning (UDL) · Accessibility · WCAG Standards · Kirkpatrick Evaluation

Learning Management Systems: Canvas LMS (including IMSCC packaging) · Blackboard Learn Ultra

eLearning Development: Articulate Storyline 360 · Articulate Storyline 3 · Articulate Rise 360 · SCORM · Genially · Canva · Adobe Express · Visme · Vyond

Educational Technology Integration: Generative AI for Instructional Design · AI-Assisted Learning Support · The Training Arcade · Buzzinga · Kahoot · Quizlet · Scratch · Microsoft Flip · Duolingo

Multimedia Development: Storyboarding · Interactive Scenario Design · Video Tutorial Development · Multimedia Graphic Design · Animated Character Narration · iMovie · Audacity

Learning Strategy & Evaluation: Learning Strategy · Performance Consulting · Learner Analysis · Program Evaluation · Competency-Based Assessment · Gamification · Continuous Improvement · Project Management · Stakeholder Collaboration

Facilitation & Coaching: Faculty Partnership · Faculty Development · Faculty Workshops · Individual Faculty Consultations · In-Person & Virtual Facilitation · Clinical Coaching · Instructor Calibration

Productivity & Collaboration: Microsoft 365 (Word, Excel, PowerPoint, OneNote, Outlook, SharePoint) · Zoom · Apple iWork

Healthcare & Clinical Expertise: 20+ Years of Clinical Dental Practice · Digital Imaging Workflows · axiUm · Dentrix · Patterson Dental Software

EDUCATION

Master of Science, Instructional Technology

University of Tennessee, Knoxville | Degree requirements completed | 4.0 GPA | Degree conferring August 2026

Honoree, National Society of Leadership & Success

Graduate Certificate, Online Teaching & Learning

University of Tennessee, Knoxville | Degree requirements completed | Certificate conferring August 2026

Bachelor of Science, Elementary Education

Grand Canyon University | 4.0 GPA

Alpha Chi National College Honor Society

Associate of Applied Science, Dental Hygiene

Milwaukee Area Technical College | 3.6 GPA

Sigma Phi Dental Hygiene Honor Society

INSTRUCTIONAL DESIGN PORTFOLIO

COURSE & CURRICULUM DESIGN

Senior Capstone Canvas Build | 17 modules, asynchronous

Designed and developed a complete 17-module asynchronous Canvas course from raw SME source materials, expanding the original 5–7 module scope into a fully structured online learning experience. Developed module-level learning objectives, 15 competency-based rubrics, graded discussions, multimedia learning assets, and instructional content using backward design to align all learning activities with course outcomes. *Tools: Canvas LMS, Microsoft 365.*

Oral Health Learning Experience | 4-module asynchronous Canvas build

Designed and developed a four-module asynchronous learning experience for low-literacy adult learners, applying Universal Design for Learning (UDL) and accessibility principles to support equitable access. Created original multimedia instructional content, differentiated feedback quizzes, downloadable learning resources, and a gamified flossing skill-practice activity developed in Scratch to reinforce procedural learning. *Tools: Canvas LMS, Scratch, Articulate, Adobe Express.*

Mobile Learning for Instructional Designers | Articulate Storyline 3, SCORM-packaged

Developed a narrated, SCORM-packaged mobile learning course in Articulate Storyline 3, featuring branching navigation, voiceover narration, and interactive multimedia scenarios built for on-the-go learner access. *Tools: Articulate Storyline 3.*

STRATEGIC & APPLIED PROJECTS

Big Orange Pantry Instructional Design Plan | ADDIE & Kirkpatrick

Conducted a comprehensive needs analysis and designed a complete instructional strategy for the University of Tennessee's Center for Basic Needs Operations, applying the ADDIE framework and a Kirkpatrick-based evaluation plan. Independently completed the project after a team member withdrew, delivering the final instructional proposal and prototype presentation.

From Parity to Disparity | dental care disparity research & data visualization

Authored an applied research study analyzing 21 years of CDC data on Tennessee dental care disparities, translating complex findings into accessible visualizations for non-technical audiences. Earned a perfect project score and was nominated for the University of Tennessee Three Minute Thesis Competition. [Read the paper](#) · [Watch the 3MT](#)

UTHSC Faculty Presentation | mixed-stakeholder facilitation

Developed and delivered a presentation for a mixed audience of faculty, students, and hiring committee members, adapting instructional content and communication strategies to meet the needs of audiences with varied levels of clinical expertise.

ORIGINAL INSTRUCTIONAL MATERIALS

Sealant Placement Instructional Training Module

Designed and developed an interactive, scenario-based training module on sealant placement procedures, featuring original clinical demonstration graphics, learner-controlled navigation, and sequenced knowledge checks. Applied Bloom's Taxonomy and Merrill's First Principles of Instruction to structure instructional sequencing and reinforce procedural skill development. *Tools: Genially.*

Annotated Radiograph Teaching Graphics | UTHSC College of Dentistry

Designed an original set of annotated bitewing radiograph teaching graphics to address a gap in existing instructional resources, applying dual-coding principles and Universal Design for Learning (UDL) practices through color-coded visual cues and concise instructional text to improve comprehension of complex spatial concepts. *Tools: Canva, PowerPoint.*

Custom-Authored Gamified Learning Experiences for Clinical Review

Designed and developed original gamified learning experiences to reinforce clinical knowledge through retrieval practice and active learning. Created Jeopardy-style review activities, authored all gameplay content, and developed additional interactive learning resources using Quizlet, Kahoot, Microsoft Flip, PowerPoint, The Training Arcade, Buzzinga, and Scratch.

LICENSURE & CERTIFICATIONS

Registered Dental Hygienist (Tennessee & Wisconsin) · **Local Anesthesia Certification** (Tennessee & Wisconsin) · **Basic Life Support (BLS)**