

## AYJ Consulting Services

**DUNS:** 078871975

**CAGE:** 6XKZ5

**Certified:** Economically Disadvantaged, Woman-Owned  
Small Business

**POC:** Alethia Jones, Owner & Principal Consultant

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<http://ayjcs.com>

*Established in 2014*



## CORE COMPETENCIES

Instructional Design

User Experience Design

E-Learning Development

Virtual Instructor-Led

Animated Videos

Voice-Over Recording

Video Development & Editing

E-learning Scenarios, Activities &  
Simulations

Assessments & Surveys

Storyboarding & Script Writing

Learning Management Systems

Product Testing & Evaluation

Technical Assistance

## NAICS:

541611 – Administrative Management & General  
Management Consulting Services

611710 – Education Support Services

611420 – Computer Training

611430 – Professional Management & Development Training

## OUR COMPANY CULTURE

*Learning and Teaching*

*Innovative Design Thinking*

*Elevating the Community*

## ABOUT AYJ CONSULTING SERVICES

AYJ Consulting Services (AYJCS) offers instructional design services, specializing in e-learning development. The owner and principal consultant, Alethia Jones, has 10 years of experience in instructional design, technical writing, and project management. Our past projects include tasks such as analysis of existing materials or research of subject matter, design of look and feel based on client's brand guidelines, enhancement of existing materials or development of new e-learning and hybrid learning products including engaging activities, custom videos, scenarios, voice over, graphics, learning assessments, and surveys, as well as facilitator and student guides as needed. Our services also include publishing SCORM packages according to LMS specifications, and providing ongoing maintenance, Learning Management System (LMS) administration, and project management services.

## AYJ CONSULTING SERVICES - PAST PERFORMANCE

### iThrive Games



AYJCS delivered instructional design and development services with a scope of developing a hybrid solution to help guide teachers and students (ages 13-18) with the use of educational gaming products focused on social emotional learning and decision making. Project tasks included designing and developing an online teacher guide with rubrics, supplemental activities and technical support guidance; developing an interactive student guide with videos, engaging interactions, tips for playing the game, online worksheets, and visual indicators for when to rejoin the class. To address social learning, we created custom elements for students to post responses to reflection questions to a classroom feed, and the ability for to view, like and reply to each others posts. All materials were developed according to branding guidelines and using a combination of authoring tools such as Articulate Storyline, Vyond, and the customer's specified LMS.

*"Thanks so much for all your amazing work on this, Alethia!" ~Senior Director of Learning*

### High Resolves



AYJCS provided instructional design and development services for a catalog of adult learning and secondary education (ages 13-18) curriculum with a focus of global citizenship and social learning. Project tasks included designing and developing a course template complete with accessibility and branding guidelines; analyzing each of the existing classroom curriculum and designing a storyboard depicting how the lessons will be translated for an online environment (custom graphics and videos, group activities, reflections, challenges, quizzes, calls to action, etc) while still meeting the key learning points; fully developing the catalog of courses according to approved storyboards using a combination of authoring tools such as Articulate Storyline, Vyond, and the customer's specified LMS.

*"Great work by Alethia to create this amazing course. Well done to you all. The course is exceptionally well designed."*  
~Co-founder, Chairman, CEO

### TSC Training Academy



AYJCS provided instructional design and development services with a scope of enhancing existing e-learning, developing new e-learning based on classroom lessons, and supporting translation services for an adult curriculum focused on safety and construction training. Tasks included developing course content using authoring tools such as Articulate Storyline 360, RISE, and Vyond to enhance the look and feel of the courses, as well as increase the level of engagement and retention for the target audience. We developed custom real-world scenarios and interactions used to reinforce learning concepts, custom animated videos used to illustrate a common workplace safety hazards, and quizzing to test learner knowledge. Our team also created a standard approach to support translating their e-learning products into Spanish.

*"Unparalleled professionalism and creativity" are just two words that come to mind when thinking of Alethia. Her impeccable project management skills and her ability to produce creative solutions to regulatory and business challenges makes working with her a dream and invaluable asset to our content development team. Thank you, Alethia, because of your skills and insight we've been able to deliver an A-1 learning platform."* ~Product Marketing Manager