

Towela Banda

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SUMMARY

Creative and tech-savvy instructional designer with a strong foundation in digital media, educational technology, and student-centered learning. Experienced in designing interactive learning experiences, teaching diverse audiences, and creating compelling visual content. Adept at translating complex ideas into accessible and engaging educational tools using design thinking, storytelling, and motion graphics.

CORE SKILLS

- Instructional Design: Curriculum Development · Mixed-Mode Teaching · Lesson Planning · Canvas LMS · Learning Assessment
- Design & Media: Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects) · Canva · Figma · Blender · Motion Graphics
- Tech Tools: Microsoft 365 · Google Suite · AI Tools · TinkerCad · TwinMotion · FlutterFlow · JavaScript (basic)
- Collaboration: Slack · Trello · Teams · Zoom · Discord

PROFESSIONAL EXPERIENCE

University of Central Florida — Graduate Admissions Coordinator I

Jan 2025 – Present · Orlando, FL

- Advise and onboard MA/PhD applicants; manage applications, degree audits, and enrollment data.
- Lead student orientation sessions and support program events and recruitment.
- Created and managed recruitment materials used at national graduate fairs.

Orange Technical College — Digital Literacy Instructor

Apr 2023 – Dec 2024 · Orlando, FL

- Developed and taught weekly computer literacy lessons to 25+ ESOL and GED students.
- Trained entry-level medical students in Microsoft 365 tools, digital communication, and job search skills.
- Helped improve student job readiness through real-world tech training and personalized support.

University of Central Florida — Teaching Assistant / Interim Instructor

Aug 2022 – May 2024 · Orlando, FL

- Served as interim professor for “Fundamentals of Game Art,” teaching 80+ students in hybrid format.
- Created lesson plans, graded assignments, and provided ongoing support to students in digital media.
- Ensured consistent and engaging experiences across in-person and virtual learners.

Drive Logistics — Marketing Intern

Jan 2022 – Apr 2022 · Jacksonville, FL

- Designed branded flyers, posters, and social content to increase outreach and brand engagement.
- Produced and edited video content for YouTube and Instagram, increasing visibility.
- Conducted social analytics reviews to shape digital strategy.

Florida State College at Jacksonville — Test Proctor

Jul 2020 – Dec 2021 · Jacksonville, FL

- Proctored remote and in-person exams for current and prospective students.
- Maintained integrity and accuracy of exam records using PeopleSoft and Zoom.

EDUCATION

University of Central Florida | Orlando, FL

Master of Arts - Digital Media · May 2024 | Certificate - Instructional Design – In progress

- Focus: Interactive Design, Computational Media, Media Aesthetics
- Collaborated on faculty hiring committee and contributed to academic research

Florida State College at Jacksonville | Jacksonville, FL

Bachelor of Applied Science - Digital Media · May 2022

- Courses in Motion Graphics, Visual Storytelling, Digital Capturing/Output

PROJECT HIGHLIGHTS

- **HappyHabit** – Mental health app prototype built using FlutterFlow and AI image tools to visualize moods.
- **Culture Jam** – Mixed-media visual campaign challenging consumerist ideology through satire.
- **Vivify Cube** – Interactive digital space exploring memory, perception, and creative simulation.