

jack-freeman.com/professional (*greatlearning26*) | (316)-833-6023 | jackfreeman19@gmail.com

Senior instructional design expert with a unique skillset of eLearning development, multimedia production, AI tools, and effective behavior change. With contract and full-time job experience in diverse industries, I'm here to solve problems, learn, and foster excellence.

Professional Experience

Instructional Designer II

Zendesk
(contract)
(Nov 2025 – Present)

- Developed 6 IT and applications training courses for customer service agents, using Articulate Rise and Adobe Premiere Pro
- Outlined and created training material using generative AI and large language models like Google Gemini and ChatGPT
- Pioneered AI techniques for the training team and created new AI agents
- Collaborated in creating new Zendesk-branded Articulate Rise templates

Instructional Designer

OTG Management
(contract)
(May 2025 – Aug 2025)

- Developed 8 IT training materials for 400+ diverse adult learners
- Created 6 standard operating procedures for new procurement applications
- Performed on-site needs analysis in collaboration with upper management stakeholders and subject matter experts (SMEs)
- Implemented iterative feedback on timelines ranging from hours to weeks

Instructional Designer

GAP
(contract)
(Jan 2025 – Apr 2025)

- Developed 5 retail trainings about highly technical subject matter using Articulate Rise, from drafting through storyboard and development
- Collaborated with subject matter experts to create drafts of training
- Created voiceovers using Synthesia AI online application
- Project managed complex multi-month projects with overlapping timelines

Instructional Designer

Amazon
(contract)
(Nov 2024 – Jan 2025)

- Developed 2 online onboarding courses using Synthesia AI
- Applied tested instructional design theories (ADDIE) to rapidly develop content on ambitious timelines ranging from days to weeks
- Created and used templates for AI voiceover and videomaking applications

Senior Specialist

Instructional Design
Madison Square Garden
(Aug 2023 – Oct 2024)

- Researched, designed, and developed 16 learning products using Articulate Storyline, Rise, and Adobe Creative Cloud apps for 10,000+ learners
- Developed 4 major API courses using Articulate Storyline and Rise
- Researched technology and tools, working with stakeholders to develop effective and succinct applications walkthroughs for broad audiences
- Managed and guided subject matter experts (SMEs) in iterative review processes and worked with program managers and technology teams
- Tested SCORM courses in Cornerstone learning management system (LMS) for functionality, quiz and knowledge check integrity, and navigation
- Used AI tools to generate voice-over audio, visual assets, and text solutions to complex instructional design problems
- Implemented adult learning theories and development strategies like Agile to rapidly develop and improve courses over a wide range of timelines

Instructional Designer

DaVita
(contract)
(Apr 2023 – Jun 2023)

- Developed 12 eLearning courses using Articulate Storyline and Copilot
- Adapted course design to align with existing onboarding curricula
- Tested eLearning courses in Cornerstone learning management system (LMS) for functionality, quiz and knowledge check integrity, and navigation

Jack Freeman

Senior Instructional Designer

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Instruct. Media Developer

Amazon Web Services
(contract)
(Mar 2023 – Apr 2023)

-Developed 6 applications onboarding training videos using Vyond, including voiceovers, script editing, and Python code examples
-Storyboarded video training and strategized interactive elements to ensure effective behavior change

Instructional Designer

Blue Cross Blue Shield Anthem
(contract)
(Dec 2022 – Jan 2023)

-Developed 5 twenty-minute onboarding eLearning solutions using Articulate Rise and Storyline, adapting existing video instructor-led training (VILT)
-Partnered with SMEs and stakeholders to organize and manage healthcare credentialing coursework on rapid timelines

Instructional Designer

Spotify
(contract)
(Jan 2022 – Dec 2022)

-Designed 2 hour-long sales web-based training lessons for a diverse learning audience, leveraging SMEs and product managers
-Outlined, drafted, and storyboarded applications eLearning for an external audience of >10,000 adult learners
-Conducted needs analyses and identified measurable learning objectives applying adult learning (ADDIE) and project management (Scrum) theories

Instructional Designer III

o9 Solutions
(Jul 2021 – Jan 2022)

-Created 16 applications courses using Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator) and Articulate Storyline and Rise
-Adapted instructor-led training (ILT) content into VILT scripts and self-study materials on rapid timelines using Agile development methodology

Instructional Designer

American Airlines
(Oct 2018 – Jun 2021)

-Designed and developed more than 60 learning solutions (eLearning, simulations, videos, podcasts, presentation slides, instructor guides, job aids, microlearning, etc.) for a diverse audience of >40,000 adult learners
-Developed 3 major video eLearning projects from scripting and storyboarding through production and post-production
-Developed 20+ eLearning projects using Articulate Storyline and Rise
-Conducted needs analyses and recommended learning solutions and timelines based on project requirements and department strategy

Education

Wichita State University

BA History & Creative Writing 2017
Magna cum laude, honors

Lee & Helen Douglas Bendell

Award (Research & Writing)
2016

ATD Conference

2019 & 2024 Attendee

Skills

Articulate Storyline 360 (*Expert*)
Articulate Rise 360 (*Exp.*)
Adobe Photoshop (*Advanced*)
Adobe Illustrator (*Adv.*)
Chat GPT AI (*Exp.*)
Copilot AI (*Exp.*)
Vyond (*Exp.*)
SumTotal LMS (*Adv.*)
Google Gemini AI (*Exp.*)
Adobe Premiere Pro (*Exp.*)
TechSmith Camtasia (*Exp.*)
Google Suite (*Exp.*)
Microsoft Office (*Exp.*)
Synthesia AI (*Exp.*)

Expertise

Instructional design (*Expert*)
Curriculum development (*Exp.*)
Adult learning theory (*Exp.*)
Project management (*Exp.*)
ADDIE (*Exp.*)
Scrum (*Exp.*)
Agile (*Exp.*)
LMS management (*Exp.*)
LMX workplaces (*Exp.*)
Videography (*Exp.*)
Graphic design (*Advanced*)
Change management (*Adv.*)
AI generative models (*Exp.*)
AI video and voiceover (*Exp.*)