

Instructional design expert with a unique skillset of eLearning development, multimedia production, and diverse adult education. I'm here to solve problems, learn, and foster excellence.

Professional Experience

Instructional Designer OTG Management (contract) (May 2025 – Aug 2025)	<ul style="list-style-type: none">-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)	<ul style="list-style-type: none">-Developed 5 retail trainings about highly technical subject matter using Articulate Rise, from drafting through storyboard and development-Collaborated with subject matter experts (SMEs) 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)	<ul style="list-style-type: none">-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)	<ul style="list-style-type: none">-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-Worked with cross functional teams in a corporate environment-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)	<ul style="list-style-type: none">-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
Instruct. Media Developer Amazon Web Services (contract) (Mar 2023 – Apr 2023)	<ul style="list-style-type: none">-Developed 6 applications onboarding training videos using Vyond, including voiceovers, script editing, and Python code examples-Applied tested instructional design theories (ADDIE) to rapidly develop content on ambitious timelines ranging from days to weeks

Jack Freeman

Senior Instructional Designer

jack-freeman.com/professional (*greatlearning25*) | (316)-833-6023 | jackfreeman19@gmail.com

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
- Managed multiple projects simultaneously while meeting tight deadlines

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
- Collaborated with internal and external vendors to develop graphic assets and custom eLearning templates

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
- Researched learning technology and multimedia training methodologies and made recommendations for improved processes

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.*)

Adobe Captivate (*Adv.*)

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.*)