Alex B. Criswell

Greater Chicagoland

www.linkedin.com/in/abcriswell/ | www.alexbcriswell.com

Learning and Development Specialist — Instructional Designer

SUMMARY AND PROFILE

Seasoned Instructional Designer, Technologist, and Trainer with broad customer service experience and administrative support in higher education and corporate environments who has a creative eye through various lenses.

- Designed and implemented a company-wide onboarding program that resulted in a 50% reduction in training time.
- Piloted new course development methodologies and tools, reducing course development time from 24 weeks to 16 weeks.
- Designed and developed hundreds of online-based courses in various disciplines across various learning management systems, managing overlapping development cycles, encompassing the entire ADDIE process.
- Led onboarding and training for 20+ new team members, covering company-specific and department-specific processes.
- Created AWS, JS, HTML, and LMS technical documentation based on team collaboration and autodidactic processes.

SKILLS AND TECHNOLOGIES

Skills

Business Process Analysis, Communication, Copyright, Course Design, Git, Graphic Design, Instructional Materials, Instructional Systems Design, Learning Plans, Needs Analysis, Process Documentation, Project Management, Storyboarding, Technical Writing, Training Development, Web Design & Accessibility

Technologies

Adobe CC (Acrobat, Dreamweaver, PS), Articulate Rise 360 and Storyline, Audacity, Amazon Web Server (AWS), Canva, Camtasia, Content Management Systems, Google/Microsoft Office Suite, H5P, HR Systems, Learning Management Systems, Project Management Systems, SaaS, Snagit, Survey Systems, WordPress, Virtual Meeting Platforms

PROFESSIONAL EXPERIENCE

Learning Experience Designer

Ease Learning/Freedom Learning Group — Derry, New Hampshire   **May 2024-Present (Contract)**

- Developed 10+ eLearning courses utilizing production software, authoring tools, and Learning Management Systems (LMS).
- Revised and optimized course content using responsive HTML design templates for enhanced user experience.
- Created 100+ detailed storyboards to support media and course development.
- Conducted comprehensive content reviews to assess learning effectiveness and ensure alignment with instructional objectives.

Learning & Development Manager

K16 Solutions — Scottsdale, Arizona   **November 2022 – September 2023**

- Reduced training time by 50% by designing and implementing an online onboarding program.
- Led onboarding and training for 20+ new team members, covering company-specific and department-specific processes.
- Developed and managed comprehensive training plans, schedules, and standard operating procedures for 10 roles, ensuring alignment with business objectives.
- Designed and delivered 6 courses, 20 presentations, and related learning materials for workshops, group training, and one-on-one sessions focused on onboarding, organizational processes, and company-specific topics.
- Worked with management to identify workflow inefficiencies and implement business solutions to improve production.
- Authored and maintained technical documentation, training courses, and learning pathways for the company curriculum.

- Collaborated with Senior Leadership to define and refine strategic learning and professional development initiatives.

Learning Management System Administrator (Migration Administrator)
K16 Solutions — Scottsdale, Arizona   **July 2021 – November 2022**
- Administered, managed, and evaluated the functionality of 5 Learning Management System (LMS) platforms.
- Led LMS migration and archiving tasks, including script execution on Amazon Web Services (AWS) and technical troubleshooting within LMS platforms.
- Developed a standardized Quality Assurance tracking template with detailed instructions, form fields, and data validation features.
- Created AWS, JS, HTML, and LMS technical documentation.

Senior Instructional Designer
Adtalem Global Education — Chicago, Illinois   **July 2019 – July 2021**
- Designed and developed up to 40 courses annually across multiple academic institutions, managing overlapping development cycles.
- Piloted new course development methodologies, reducing course development time from 18 weeks to 16 weeks for institutions serviced by the development team.
- Created and updated 100+ interactive media elements, including basic audio/video editing and graphic design.
- Collaborated with the corporate legal team to establish and author university and department curriculum guides and standard operating procedures related to copyright, fair use, and permissions.
- Applied best practices in course design and design-thinking approaches in a highly adaptable and diverse work environment.

Instructional Designer
Adtalem Global Education — Chicago, Illinois   **June 2016 – July 2019**
- Provided guidance and support to curriculum authors and subject-matter experts in selecting appropriate educational media and technology tools to enhance instruction and learning environments.
- Conducted needs assessments, analyzed learner gaps, reviewed data, and recommended content improvements to boost learner engagement.
- Designed 100+ courses using instructional theories, user-friendly navigation, and Universal Design principles to ensure accessibility and effectiveness.
- Piloted and researched 10 innovative instructional technologies for integration into courses and the university's Learning Management System (LMS).

Instructional Designer
LaSalle Network — Chicago, Illinois   **September 2014 – June 2016**
- Managed weekly project tasks, ensuring accurate tracking and reporting of project progress.
- Conducted quality reviews to ensure all new and updated courses satisfied established design standards.
- Acted as the primary point of contact for stakeholders, managing project communications and requirements.

EDUCATION

Degrees
Master of Science: Education (Instructional Design & Technology) — GPA 4.0, May 2014
Master of Arts: Communication — GPA 3.6, May 2014
Purdue University

Bachelor of Science: Hospitality & Tourism Management — GPA: 3.25, May 2011
Purdue University

Associate of Applied Science: Business Administration— Magna Cum Laude, GPA: 3.77, May 2009
Associate of Applied Science: Hospitality Administration
Ivy Tech Community College

Certificates
Technical Certificate: Management — May 2009
Ivy Tech Community College