Alex B. Criswell

Résumé

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

With over a decade of experience in the education sector, Alex is an enthusiastic and creative learning and development expert. In his many Instructional Design, Curriculum Development, Educational Technology, and Training roles, he has created and managed learning plans, developed courses and instructional materials, mentored and coached team members, and generated reports and insights to drive organizational change. He has a strong background in instructional design, content development, technical writing, and learning management system administration. He has successfully designed and developed world-class courses and training initiatives for various clients and stakeholders, using practical instructional design principles and adult learning theories.

Top Competencies, Skills & Technologies

Competencies

- Able to clearly and concisely articulate complex concepts for various audiences.
- Adaptable to different work environments, styles, and expectations.
- Can break down complex concepts, tasks, or problems into more straightforward, understandable language and action plans.
- Capable of assessing and analyzing data.
- Excellent decision-making and problem-solving skills.
- Exceptional verbal and written communication skills.
- Exemplary leadership, motivational, and interpersonal skills.
- Innovative and flexible thinker who is comfortable suggesting solutions and willing to take risks.
- Self-starter with an autodidactic mindset and efficient baseline process.
- Superior organization skills and advanced record-keeping skills.

Skills

ADDIE, Bloom's Taxonomy, Business Process Analysis, Communication, Consulting, Copyright, Course Design, Data Management, Design Thinking, Git, Graphic Design, HTML, Instructional Materials, Instructional Systems Design, Instructor Content, JavaScript/JSON, Job Aides, Learning Plans, Needs Analysis, Process Documentation, Project Management, Process Design, Program Design and Management, Quick Guides, Research, Screen casting, Section 508, Stakeholder Support, Storyboarding, Survey Administration, Task Analysis, Technical Writing, Training Development, Web Design & Accessibility, WCAG

Technologies

Adobe CC (Acrobat, Dreamweaver, Photoshop), Articulate Rise 360 and Storyline, Asana, Audacity, Amazon Web Server (AWS), Birdview (Easyprojects), Blackboard, Brightspace, Canva, Canvas, Camtasia, Cidi Labs, Content Management Systems, Cornerstone, Course Authoring Tools, Google Workspace, H5P, HR Systems, Learning Management Systems/LMS, Microsoft Office Suite, Monday, Moodle, Peoplesoft, POS, Project Management Systems, SaaS, Salesforce, Snagit, SCORM, Survey Systems, Trello, WordPress, Virtual Meeting Platforms

Preview of Expertise

Instructional Design & Development

- Advised academics, curriculum authors, subject-matter experts, and key stakeholders with the most appropriate use of educational media, collaboration tools, and assessment methods to enhance instruction, evaluation, and support active and engaging learning environments.
- Conducted needs assessments, identified learner gaps, analyzed data, conducted quality reviews, and recommended content enhancements and/or improvements to increase learner engagement further and ensure existing design standards (i.e., navigation, UX, Universal Design) were met.
- Designed and revised course content and learning activities, ensuring material aligned with learning standards, terminal course objectives, and university curriculum design principles.

- Provided editorial and instructional design services on internal and external (client-facing) documentation while maintaining brand standards (fonts, styling, colors, etc.).

Project Management

- Independently managed and tracked course-level and/or project-level management tasks across multiple projects intended for design while providing exceptional, world-class customer service in an agile environment.
- Scheduled course kickoffs, check-ins, working sessions, live reviews, and signoff calls for project developments; communicated design notes, milestones timelines, and feedback to stakeholders.

Curriculum Development & Instruction

- Authored and managed the technical documentation and training courses for the company curriculum, such as archiving, migration, and video services processes utilized by various roles.
- Authored instructional guides and content regarding accessibility, copyright, and permissions for department and academic use.
- Developed, planned, coordinated, and conducted user support training (workshops and seminars) and documentation (instructional materials and videos) for a university learning management system.
- Designed and developed up to 40 courses per year through various overlapping development cycles at various academic institutions.
- Discussed Quality Matters (QM) Standards with academic partners and key stakeholders to ensure standards were met through analysis and review of course content.

Training

- Created and managed detailed training plans/schedules and led onboarding and training of at least 20 new team members regarding company-related (people operations) and department-related (i.e., archive and migration) processes.
- Developed courses and corporate training curricula aligned with principles for effective instructional design and adult learning for workshops, groups, and one-on-one training sessions for onboarding, organizational processes, and company topics.

Management & Organizational Development

- Assessed, evaluated, and identified individual, team, and organizational learning performance and development needs for additional, specialized, or adaptive instruction.
- Coordinated with teams and stakeholders to address marketing research and analysis, regulatory issues, industry trends, competitive landscape, unique differentiators, relevant data, instructional framework options, and core themes and topics for product development.
- Interviewed team members and analyzed feedback regarding organizational and training processes.
- Supported client, company, and regulatory audits and coordinated with management teams to ensure curriculum was up-to-date and compliant while maintaining records of completed training.

Collaboration & Mentorship

- Collaborated with the development team in developing, continually refining, and disseminating standards, templates, tools, and best practices for instructional design and development of instructional media.
- Established positive working relationships with stakeholders while maintaining open communication and feedback on outcomes.
- Served as the accessibility, copyright, and permissions champion of an Instructional Design team.

Educational Technology

- Developed and maintained online web-based resources (i.e., tutorials, reference material, design standards, content resources, templates, and announcements) and course content using responsive design (HTML) templates.
- Performed Learning Management System troubleshooting for course templates, user enrollments, batch processes, functionality errors, and course management while assisting with product, tool, and service pack pilots, testing, and troubleshooting on the development or QA platforms.
- Piloted and researched new industry-leading instructional technologies for use within courses and the university Learning Management System.

LMS Administration & Migration

- Assigned system hierarchy, delegated module administration, performed copies, backups, or archives of content, and created and merged courses/enrollments within a Learning Management System.
- Assisted with learning management system migration efforts, including end-user support, quality assurance, script executions, content migration, technical troubleshooting, and content re-design.
- Provided technical assistance for an academic Learning Management System as a system support administrator and coordinated with lead administrators on the LMS's overall operation, administration, and functionality.

Fieldwork Experience

Instructional Designer   December 2025 – Present

Elixir Technologies — Ojai, California

Learning Experience Designer (contract)   July 2025 – December 2025

Populus Learning Group — Troy, Michigan

Learning Experience Designer (contract)   May 2024 – July 2025

Ease Learning — Derry, New Hampshire

Learning & Development Manager   November 2022 – September 2023

K16 Solutions — Scottsdale, Arizona

Learning Management System Administrator (Migration Administrator)   July 2021 – November 2022

K16 Solutions — Scottsdale, Arizona

Senior Instructional Designer   July 2019 – July 2021

Instructional Designer III   June 2018 – July 2019

Instructional Designer II   June 2016 – June 2018

Adtalem Global Education — Chicago, Illinois

Instructional Designer II (contract)   September 2014 – June 2016

LaSalle Network — Chicago, Illinois

Alex Criswell Design   December 2013 – Present

Instructional Design Contract Services — Michigan City, Indiana

Course Management System - Instructional Design Specialist   August 2011 – July 2014

Purdue University — Hammond, Indiana

Formal & Professional Education

CAPM/PMP Prep Certificate   2025
Lionfish Cybersecurity — Indianapolis, Indiana

Corporate Instructional Design and Online Learning Development   2022
*Badges Earned***:** Storyline, Canva, Camtasia, and Learning Design
IDOL courses Academy — Atlanta, Georgia

Master of Science: Education (Instructional Design & Technology) — GPA 4.0   May 2014
Master of Arts: Communication — GPA 3.6 (GPA for both degrees: 3.71)   May 2014
Bachelor of Science: Hospitality & Tourism Management — GPA: 3.25   May 2011
Purdue University Calumet (Northwest) — Hammond, Indiana

Associate of Applied Science: Hospitality Administration   May 2009
Associate of Applied Science: Business Administration
   Magna Cum Laude, GPA for both degrees: 3.77
Technical Certificate: Management
Ivy Tech Community College of Indiana — Northwest Region