



Alex B. Criswell


Instructional Designer




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Overview

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.

- Designed and implemented a company-wide onboarding program, resulting 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 courses in various disciplines across multiple learning management systems, managing overlapping development cycles that encompassed the entire ADDIE process.
- Led onboarding and training for over 20 new team members, covering both company-specific and department-specific processes.
- Created technical documentation for AWS, JavaScript, HTML, and LMS using collaborative team processes and self-directed learning.
- Migrated countless courses and modules using manual, package import/export, and automated script methods.

Skills

- Communication
- Copyright
- Course Design
- Graphic Design
- Instructional Materials
- Learning Plans
- Process Analysis
- Project Management
- Technical Writing
- Training Development
- Web Design & Accessibility

Technologies

- Adobe CC - Acrobat, Dreamweaver, Photoshop
- Articulate Rise 360/Storyline
- Audacity
- AWS
- Canva
- Camtasia & Snagit
- Learning Management Systems
- Google Suite & Microsoft Office
- SaaS
- WordPress

Professional Vision

To design and develop world-class courses and training initiatives within corporate and education settings by consulting and mentoring stakeholders, redesigning curriculum and processes, and incorporating technology for a superior learning experience.

Fieldwork Experience

Learning Experience Designer | Ease Learning (2024 - Present)

- Developed over a dozen eLearning courses utilizing production software and LMS tools to enhance user engagement and knowledge retention.
- Created 100+ detailed storyboards for media development, supporting practical learning experiences.

Learning & Development Manager | K16 Solutions (2022 – 2023)

- Designed and implemented an onboarding program that reduced training time from 16 weeks to 8 weeks (50%) and increased team productivity by 75% within six months, as measured by performance metrics and feedback surveys.
- Developed and maintained comprehensive training plans, schedules, and standard operating procedures for 10 roles, ensuring complete alignment with business objectives and achieving a 40% improvement in training efficiency, as measured by completion rates and performance assessments.
- Developed and updated over 12 technical documents, 5 training courses, and 3 learning pathways, ensuring 100% accuracy and relevance as measured by stakeholder feedback and periodic content reviews.

Learning Management System Administrator (Migration Administrator) | K16 Solutions (2021 – 2022)

- Led LMS migration and archiving tasks by script execution on AWS, resolving technical issues in partnership with the software development team.
- Developed and maintained comprehensive technical documentation for AWS, JavaScript, HTML, and LMS systems, updating content quarterly and achieving 95% accuracy, as measured by peer reviews and user feedback.
- Designed and implemented Quality Assurance tracking templates, increasing data accuracy by 30% and ensuring 100% standardization of processes, as measured by audit results and manager feedback.

Senior Instructional Designer | Adtalem Global Education (2019 – 2021)

- Piloted course development methodologies and tools, reducing course development time from 24 weeks to 16 weeks (33% improvement), as measured by project timelines and efficiency metrics.
- Designed and developed 40+ courses per year, managing 5+ concurrent development cycles across multiple business verticals, achieving an on-time completion rate of 90%, as measured by project management metrics.

Instructional Designer | Adtalem Global Education (2016 - 2019)

- Managed project tasks using Kanban Boards and project management systems, ensuring precise project tracking, reporting, and effective communication with stakeholders.
- Conducted needs assessments, analyzed learner gaps, reviewed data, and recommended content improvements to boost learner engagement.

Formal & Professional Education

IDOL Courses

- Badges in Storyline, Canva, Camtasia, and Learning Design (2022)

Ivy Tech Community College

- Associate of Applied Science in Hospitality Administration (2009)
- Associate of Applied Science in Business Administration (2009)
- Technical Certificate in Business Management (2009)

Purdue University

- Master of Science in Education (2014)
- Master of Arts in Communication (2014)
- Bachelor of Science in Hospitality Management (2011)