JONATHAN WESTON

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Qualifications summary

Storytelling Instructional Designer highly proficient in creating interactive, multimedia rich, experiential learning modules. Expert in creative ideation through analyzing complex learning needs, storyboarding experiential/interactive design, video and audio editing and production, professional creative development, technologically astute implementation, and critical evaluation of eLearning courses.

* Advanced ability to use storytelling techniques to break down complex subject matter to create compelling micro eLearning videos and interactive eLearning assets.
* Integrated work with SMEs, improving upon existing courses and creating new courses from the ground up.
* Advanced knowledge with Masters in Instructional Design & Technology to apply adult learning theories and education methodologies most effectively and creatively.
* Strong design aesthetics with innovative, interactive and simulation components for maximum engagement.
* PMP, Project Management Professional certified by PMI in 2010 for communicating and tracking multiple projects with stakeholder updates on progress and critical path dependencies.
* Flexible, collaborative, and creative problem solver working independently or collaboratively in a team environment to ensure relevant business solutions.

Employment History

VSP Global 8/17/2017 — Present

*Rancho Cordova, CA*

* Instructional Designer for Sales Engagement working with internal consulting and sales teams for assimilation of complex programs and new products. Externally work with Academy360 team, building a library of business operations training offered to Doctors of Optometry *(FT employee).* Work directly with SMEs to storyboard and develop digital videos and interactive presentation assets in Storyline 360, Captivate, Camtasia, Premier, and After Effects. Raised bar on engagement within the platform 1000%.

Jonathan Weston Productions 9/17/2016 — 8/16/2017

*Rio Vista, CA*

* Freelance Instructional Designer. Successfully analyzed, designed, and developed situational videos for sales leadership training and SOP instructional videos for clients including Sutter Health and Les Schwab Tires.

**Amazon, Inc.** 10/16/2015 — 9/16/2016

*Seattle, WA*

* Instructional Designer *(Contractor).* Designed and Developed engaging device and procedural onboarding training templates, storyboards, documents and multi-media with Articulate Storyline in support of Amazon Logistics. Redesigned and published existing Train-the-Trainer documentation into compelling, web-based training. Implemented relevant and appropriate technologies to elevate employee performance.

**Brocade Communications** 8/2/2010 — 11/11/2014

San Jose, CA

* Digital Media Manager, Head Video Producer *(FT employee).* Managed all marketing and training videos internally and externally; primarily working with contractors and vendors on promoting new initiatives and challenges. Produced videos for Product Launches, Technical Education, Executive Messaging, Marketing, Social Media, and Public Relations.

**NetApp, Cisco**  9/1/2008-4/1/2009

*Santa Clara, CA*

* Producer, Video Editor *(Contractor).* Created Technical and Leadership Training videos. Converted technical documents into palatable Camtasia scripts and presentations through engaging, relevant writing. Hands on gathering information with engineering SMEs, developing and writing documents for web-based and in-class instruction.

**McGraw-Hill Publications** 2/1/2002 — 6/1/2008

Monterey, CA

* Interactive Digital DVD Producer. Producer of LAS LINKS, CELDT and TABE Educational Testing Assessment Support Products (Contractor). 11 Projects completed for public sector to high level of satisfaction. Bridged language gaps and led teams to produce training materials distributed to second language CELDT assessment educators. Implemented new technologies for interactive and engaging delivery.

EDUCATION

MS Ed in Learning Design and Technology, **Purdue University** 4.0 GPA

BA in International Arts Journalism, **Oregon State University** 3.83 GPA

Project Management Certificate, **Villanova University** 4.0 GPA

Commercial Photography, **Brooks Institute of Photography** 3.5 GPA

AA Arts, Photography, **University of Florida** 2.8 GPA

LICENSES

PMP. Project Management Professional (2010-14)

AWARDS

1990 Sports Picture of the Year (NPPA, Canon, Kodak, Sports Illustrated)

NBA Team Emmy (Videography), Oklahoma City Thunder, 2009

Cisco Team Communicator Award, Best Corporate Video, 2010

SKILLS

Curriculum Development, Instructional Design, Video Production, Video Editing, Technology integration, Multimedia Development

Software: Articulate Storyline 360, Rise, Adobe CC (Illustrator, Photoshop, Premiere, After Effects, InDesign) Adobe Captivate, Camtasia, Blackboard, Canvas, Mindflash LMS

LANGUAGES

English, read/write Russian, read/write French

PORTFOLIO

Recent confidential samples can be shared but not online.

[Experiential Learning http://adobech.wixsite.com/weston](http://adobech.wix.com/weston)

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