



BEN CROSHAW

Instructional Design & Visual Communication

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SUMMARY

Ability to strike a balance between visual design & instructional theory, having studied marketing and learning sciences. Experienced background in instructional design, evidenced in creating instructional tutorials, facilitator-led courses and training guides, ILT and VILT participant guides, self-paced online environments & video production in the training industry for 10 years. I'm highly communicative, an authentic leader, and a curious learner which qualify me for dedicated work ethic, team collaboration, and career success.

EDUCATION

Utah State University

MS \ Instructional Technology & Learning Sciences
Graduated 4.0 GPA \ May 2010

Utah State University

BA \ Business Administration: Marketing
Graduated 3.8 GPA \ May 2009

EXPERIENCE

Instructional Designer \ Acumen Learning \ November 2012 - Present

As Senior Instructional Designer:

- Lead the creative design process for 5 brand-new facilitator-led trainings, also responsible for the course re-design of core training program. Process and deliverables included content storyboards, content drafts, participant guides, presentation slide templates, learning objectives and facilitative pedagogy, and pilot testing and feedback.
- Site administrator, instructional architect, and solo designer for the company's first-ever self-paced online training suite. Launched the online training with 2 initial courses and within 3 years expanded to house over 30 content items available to participants and an internal training library for company employees.
- Senior project manager for all online client deliverables, including custom video production, scripting, graphics and animation, SSO or SCORM integration, and support.
- Took the lead in transitioning our entire business model from in-person delivery to virtual delivery in 2020. This extensive process included designing all client materials to digital interactive formats, training entire employee base on the use of virtual technologies, and creating a certification program for facilitators in various platform uses and deliveries.
- Senior design lead supporting 13 full-time in-house facilitators in all customized class materials and participant follow-up resources.
- Designed a Train-The-Trainer process where I accompanied the facilitators on-site to film the session, produce facilitator certification guides and job-aids, and provided edited video playlist for facilitator candidates to use as onboarding materials.

As Training and Content Developer:

- Designed new content delivery modules, allowing facilitators to now build an instructor-led training using a-la-carte modules and activities customized to client needs.
- Designed a system and process where facilitators can request and track progress of their instructional design requests.
- Established new brand identity and design standards across the company in all instructional materials.
- Trained and on-boarded two junior designers working within my team, instructing them on graphic design practices, instructional design methods, content understanding and client relationships and delivery.



Creative Designer \ Full Circle Group \ September 2010 - November 2012

- Individually supported more than 30 facilitators with customized designs for executive coaching sessions. Each facilitator required specific design and material to align to individual client coaching candidate.
- Designed first generation instructional materials delivered from the iPad, through social media, and peer-to-peer coaching using just-in-time learning and experientials/simulations.
- Created branding and experience design around Full Circle Group’s Annual “Leadership Circle Facilitation Retreat,” a connection conference for networked facilitators.
- Managed multiple roles at once: day-to-day delivery support; instructional design and formatting for all consultant delivery; creating branding guidelines, corporate communications, and design templates for greater facilitator efficiency.
- Aside from office responsibilities, called on to participate in partner meetings, colleague conferences, and facilitated a client experiential when no other consultant was available on a last-minute request.

Producer’s Assistant, Corporate Training \ LDS Church \ May 2010 - September 2010

- Hand-selected among pool of candidates to roll-out corporate-wide learning initiative “The Leadership Pattern” for all internal employees. Partnered with Senior HR Leaders as our pilot audience.
- Implemented original design and delivery of this initiative, consisting of produced, “Man-on-the-Street” filmed interviews, graphic and print collateral, authoring content for online learning guides, and facilitator-led trainings.

SKILLS

Design Experience

Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
InDesign	●●●●●●●●●●
Premiere Pro	●●●●●●●●●●
Audition	●●●●●●●●●●
Final Cut Pro	●●●●●●●●●●
Word	●●●●●●●●●●
Powerpoint	●●●●●●●●●●
Keynote	●●●●●●●●●●
VILT Design	●●●●●●●●●●
eLearning Design	●●●●●●●●●●

Professional Development Experience

Layout Design	●●●●●●●●●●
Team Collaboration	●●●●●●●●●●
ADDIE Model	●●●●●●●●●●
Course Authoring	●●●●●●●●●●
Voice Over	●●●●●●●●●●
Video Production	●●●●●●●●●●
Facilitator Coaching	●●●●●●●●●●
Leadership	●●●●●●●●●●