

# Sam Wilson, PMP

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## Summary of Qualifications

- **Global Educator turned Instructional Designer with over 15 years of experience supporting diverse learners through interactive in-person, online, and hybrid courses, utilizing backwards design methodologies to enhance learning outcomes.**
- Regularly manages cross-functional teams including SMEs, developers, and media designers to establish production timelines, track progress, develop storyboards, and align program vision with key objectives.
- Highly analytical with a history of proactively assessing learner engagement and performance to identify opportunities to refine and enhance course content.
- Well-versed in the latest research, accessibility standards, theories, and best practices regarding instructional design.
- **Technical Skills:** Microsoft Office Suite, Google Workspace, Articulate Rise, Storyline, Camtasia, Genially, Canva, Vyond, Audacity, Canvas LMS, Wrike

## Core Competencies

- Instructional Design
- Interactive Multimedia Development
- Project Management
- Performance Consulting
- eLearning Development
- Needs Assessment & Evaluation
- Adult Learning Theory
- Learning Effectiveness Evaluation
- Stakeholder Management
- Stakeholder Communication
- Learning Analytics

## Work Experience

**Instructional Designer II** | Mays Business School, Texas A&M University, *Texas* May 2024 – Present

- Developed graduate-level courses in Management, Accounting, Information Systems, and Finance, aligning with internal processes and instructional design standards to support the learning objectives of over 200 students per cohort.
- Led project management efforts for cross-functional teams, including 8 faculty members and 6 graphic designers, delivering high-quality, full-length courses within 16 weeks, while managing competing priorities and production timelines.
- Utilized instructional design tools such as Canvas LMS, Camtasia, Articulate Rise, and Wrike to create engaging, learner-centered online courses, ensuring smooth navigation and adherence to accessibility standards.
- Produced and delivered professional development in AI tools, Design Thinking, Negotiation, and Adult Learning Theory to a team of 9 instructional designers, applying adult learning theory and diverse learner engagement techniques.

**Instructional Designer** | Wecksell Learning Studio, *Remote* May 2023 – Apr. 2024

- Developed curriculum for 200 Certified Nursing Assistant (CNA) students, focusing on nursing tasks and ESL topics, creating 100+ learner-centered materials that supported certification and enhanced communication in healthcare settings.
- Collaborated with 5 Subject Matter Experts (SMEs) to ensure course content met industry standards and program requirements, resulting in significant increases in course engagement and retention.
- Maintained high standards for all instructional materials, adhering to corporate branding and delivering consistent, visually appealing designs that improved learner satisfaction by 47%, measured through end of year surveys.
- Produced 41 interactive eLearning modules and multimedia elements, including visual designs, audio content, and instructional videos, using tools such as Articulate, Canva, Audacity, and Camtasia, which led to a 27% boost in student completion rates.

# Work Experience Continued

**Instructional Design Intern** | American Society of Addiction Medicine, *Remote* Sep. 2023 – Dec. 2023

- Collaborated with the L&D team to refine educational programs for 1,000+ medical professionals, mental health practitioners, and justice system stakeholders, ensuring content aligned with instructional design best practices and learning outcomes.
- Produced high-quality learning and promotional videos using Camtasia and Audacity, effectively translating complex medical and legal concepts into clear, accessible content, resulting in a 14% increase in board certifications.
- Developed interactive eLearning modules in Articulate Rise, integrating scenario-based learning, assessments, and multimedia elements to enhance learner engagement and retention, improving overall course completion rates.
- Delivered professional development workshops, training a team of 12 colleagues on the integration of AI tools like Midjourney and Stable Diffusion, increasing content creation efficiency by 10% and streamlining instructional design processes.

**Program Supervisor & Instructional Designer** | Thai Japanese Association School, *Thailand* Sep. 2016 – Apr. 2023

- Spearheaded the transition to online and hybrid learning models during COVID-19 lockdowns, adapting curriculum for virtual delivery and creating engaging, interactive lessons, maintaining student retention and engagement.
- Designed courses on Canvas LMS, training over 50 teachers to use the platform for synchronous and asynchronous instruction.
- Organized the annual "English Day," a large-scale immersive event involving 30+ teachers and 3,000+ students, fostering cross-curricular collaboration and enhancing language proficiency among students.
- Founded a mock interview club, preparing 43+ students with interview techniques and application strategies, increasing successful admissions to English international schools by 50%.
- Established an annual spelling bee for 200+ upper primary students, promoting English proficiency and academic excellence, with participation growing by 35%+ year-over-year.

**Instructional Designer & Educator** | Niva International School, *Thailand* Aug. 2015 – Jun. 2016

- Owned the end-to-end learning experience design for English literature and history courses, employing a user-first, data-driven approach with differentiated instruction and multimedia resources, increasing student engagement.
- Developed and managed an interdisciplinary program that aligned with strategic learning objectives, integrating project-based learning, formative assessments, and critical thinking to support diverse learners.
- Launched a high-impact extracurricular program through the integration of cross-curricular learning with hands-on activities, resulting in it being ranked the top extracurricular club in the school in terms of membership and engagement.
- Executed full-length theater productions, managing the process from script adaptation to stage design and coaching, achieving 100% participation and enhancing students' public speaking and creative expression in alignment with educational goals.

**English Second Language Instructor** | Various Educational Institutions, *China & Vietnam* Sep. 2008 – Aug. 2015

## Education

**Master of Science, Organizational Performance & Workplace Learning** | Boise State University 2024

**Bachelor of Arts, History** | University of British Columbia 2006

## Certifications

**Project Management Professional (PMP)** | Project Management Institute 2024

**Graduate Certificate, Workplace Performance Improvement** | Boise State University 2024

**Graduate Certificate, Workplace Instructional Design** | Boise State University 2023

**Post-Graduate Certificate, Education** | University of Nottingham 2013

**TEFL Certificate** | EBC Servicios Linguisticos Europe 2008