Robert McKinnon

Learning Experience Designer

Contact

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Summary

Full-Stack Learning Experience Designer with 15 years of experience in training optimization and content design. Skilled in WCAG and holding a MS in HCI, my user-centered solutions get results.

Skills

- UX Design
- Video Production
- Course Authoring
- LMS Management
- Case Study Research
- Project Management

🎓 Education

Human-Computer Interaction, MS
Iowa State University   December 2019

Marketing, BBA
Northwood University   April 2014

Art & Design, AFA
Delta College   April 2012

💼 Experience

Instructional Design Analyst
Blue Cross Blue Shield of Michigan   November 2020 - Present
- Led gap analysis of ILT classes to increase learner proficiency
- Analyzed 30/90 day post-training surveys for data driven improvements
- Streamlined Clinical CareAdvance software courses to reduce cognitive load
- Advocated policy migration to searchable knowledge base for accessibility
- Managed the SharePoint site for Medicare Advantage Care Management

Sr. Instructional Designer
General RV Center   March 2020 - October 2020
- Developed the sales onboarding curriculum to reduce new hire turnover
- Created comprehensible guides for the new Oracle HR system

Instructional Designer
Belle Tire   June 2017 - March 2020
- Led the Flash to HTML5 conversion initiative to preserve legacy courses
- Redesigned course UI/UX and content to eliminate redundancy
- Managed the Cornerstone LMS to deliver training to over 2200 employees

Instructional Designer
Sun Communities   July 2016 - June 2017
- Designed a new course UI to improve usability and match branding
- Developed the new hire onboarding program with key stakeholders

Course Developer
Dow   September 2015 - June 2016
- Created interactive courses for the Continuous Improvement curriculum
- Collaborated with a translator to build 5 courses in Thai

Global Service Desk Tech
Dow   September 2012 - September 2015
- Designed and implemented user-friendly technical content
- Onboarded new team members with our 30 day program

Jr. Web Designer
Delta College   April 2010 - August 2012
- Developed promotional content for the Delta College mobile app release
- Facilitated faculty training on SharePoint and other web applications