DEAN CROLL

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EXPERIENCED LEAD INSTRUCTIONAL DESIGNER

Senior Technical Writer • Senior Instructional Designer • Curriculum Designer • Learning Engineer
Cognitive Design • Educational Technology • Adult Education • Project Management
Improved Courses • Defined Objectives • Raised Enrollment • Identified Educational Needs
Increased Retention • Leveraged Multimedia Tech • Facilitated Audits • Ensured Compliance

WORK EXPERIENCE

LHT Learning, Pittsburgh, PA   **Jun 2022 - 2023**
Senior Instructional Designer
- Create Learning Solutions Designs and Deliverables.
- Engage with clients in a consultative, collaborative way to determine/validate training needs and project requirements; provide insightful, instructionally sound analysis and recommendations.
- Design engaging and effective learning solutions across all modalities.
- Write clear, concise, and accessible custom content for delivery via eLearning, live classroom/virtual workshops, video, audio, mobile, PDF, and other modalities.

Penn State University, Pittsburgh, PA   **Nov 2020 - 2022**
Senior Instructional Designer
- Increased online student retention by 11%.
- Created scalable, robust eLearning environments to meet common learning objectives.
- Integrated multimedia technology in classrooms or distributed-learning environments.
- Designed undergraduate, graduate, and certificate courses in resident/distance environments.
- Defined clear, measurable learning objectives
- Identified course goals, terminal objectives, and best delivery methods.
- Analyzed extant data to identify courseware weaknesses.

Healthcare Management Solutions, LLC, Fairmont, WV   **April 2021 – July 2021**
Instructional Designer
- Conducted analysis following instructional systems design best practices for training needs.
- Improved existing courseware, including student manuals, training aids, activities, slide presentations, practice questions, and instructor manuals.
- Designed courseware to include Gagne's Nine Events.
- Completed population analyses to proctor focus group sessions and determine training needs.
- Established resource requirements, actionable timelines, and budgets.

Philips Respironics, Pittsburgh, PA   **March 2019 - Nov 2020**
Senior Technical Writer
- Maintained technical proficiency in core job functions including all applicable QSPs, WI, Forms, Philips training, and regulatory body requirements.
- Functioned as a mentor and trainer for associate technical writers.
- Analyzed labeling on product development plan creation and execution for assigned products in the domestic, mature, and emerging markets.
- Facilitated internal and external quality audits.

- Monitored pending domestic and global regulatory impact on labeling.

iDesign, Pittsburgh, PA   **June 2017 - March 2019**
Senior Learning Engineer
- Increased Loma Linda University online nursing program enrollment by 125%.
- Raised student enrollment 47% for the Waynesburg University online criminal justice program.
- Adapted existing content and face-to-face coursework for online and blended delivery.

Acrobatiq, Pittsburgh, PA   **Jan 2015 - March 2017**
Senior Learning Engineer
- Led Acrobatiq course design principles and methodologies to develop data-driven, intelligent online courseware in multiple higher education subject areas.
- Guided curriculum and individual course specifications to generate learning objective skill maps.
- Synthesized input from learning scientists, subject matter experts, and other team members to determine optimum project application.

University of Pittsburgh, Pittsburgh, PA   **Nov 2010 - Feb 2015**
Instructional Designer/Technologist
- Developed Pitt Online and continuing education courses using instructional design principles and best pedagogical practices for the Blackboard learning management system.
- Conducted targeted face-to-face and online teaching programs.
- Maintained course revisions using instructional design and educational technology skills.
- Leveraged Adobe Dreamweaver, HTML, and CSS according to internal style guidelines.
- Complied with all university policies and 508 compliance regulations.
- Enhanced the Pitt Online website.
- Coordinated data for Coursera MOOCs, porting data to DBMS and developing analysis queries.

EDMC, Pittsburgh, PA   **March 2007 - Oct 2010**
Senior Learning Management Platform Specialist
- Trained 2 full time and 5 contract employees.
- Administered course functionality for 1,200 online courses on the eCollege platform.
- Relayed information to over 30,000 online students through cross-functional collaboration.

Prior Experiences: CACC, Adjunct Instructor; ITT Technical Institute, Adjunct Instructor; Carnegie Mellon University, Coordinator, Student Affairs Information & Technology; SingleSource Roofing, IT Representative; Cavanaugh Promotions, IT Coordinator; University of Pittsburgh, Systems Analyst/Programmer III; Computer Learning Center, Instructor; Lifesteps, Network Administrator

EDUCATION

Art Institute of Pittsburgh, Pittsburgh, PA   **2010**
Associate Degree, Graphic Design

Slippery Rock University of Pennsylvania, Slippery Rock, PA
Bachelor of Science, Information Science, Minor in Art, Emphasis in Communication

TECHNOLOGIES, CERTIFICATIONS, AWARDS, PROJECTS, & AFFILIATIONS

Technologies: Adobe Creative Suite (Dreamweaver, Illustrator, Photoshop, InDesign), Blackboard, eCollege, Canvas, Moodle, Drupal, WordPress, Jira, Confluence, Clarizen, SmartSheets, Accelo, HTML 5, Captivate, Articulate, Storyline, SQL, Active Directory, Mac OS X, Camtasia

Certification: Survey of Music Technology, Coursera

Awards: 3-Time Blackboard Catalyst Exemplary Course Award

Projects: Pitt Online Style Guide, We've Got Style! Style Guide for the Web