

# MELANIE RUBIN

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**LinkedIn:** [linkedin.com/in/melanie-2017](https://www.linkedin.com/in/melanie-2017) • **Portfolio:** [www.MelanieRubin.info](http://www.MelanieRubin.info)

## SENIOR INSTRUCTIONAL DESIGNER | WRITER

20+ years of experience creating high-quality, complex education and training for global brands, educational organizations, and non-profits. Expertise in **instructional design, mobile learning, micro-learning and eLearning development, cross-team coordination, and on-time delivery**. I am skilled at partnering with leadership and subject matter experts to meet organizational goals, especially in the software industry.

## CORE CAPABILITIES

Articulate Rise and Storyline • Adobe Captivate • Use of AI tools to expedite all aspects of instructional analysis and asset production • Project scheduling • Technical writing • Video production with Premiere, Camtasia, Clipchamp, Synthesia, and Vyond • Needs analysis and validation for product development, including interviews, surveys, and focus groups • Collaboration with subject matter experts and senior leadership. • ADDIE, SAM, Agile.

## PROFESSIONAL EXPERIENCE

### Instructional Designer | Skillable, Inc. – Remote (for Microsoft)

**Dec 2025 – Present**

Create training programs at Microsoft that teach employees technical skills needed for their roles.

- Develop **on-demand, online trainings in Articulate Rise** for global sales and technical representatives.
- Produce **Virtual instructor-led trainings**, with PowerPoint, Facilitator, Moderator & Participant guides.
- Conduct **extensive review for quality control, brand compliance, accessibility, and global readiness**.

### Instructional Designer | TEK Systems – Remote

**Sept 2025 – Nov 2025**

Brought in to support extension of the in-house team for a rapid-turnaround project.

- Produced **six on-demand modules** with Articulate Storyline teaching complex, ServiceNow workflows.
- **AI research for in-depth content** and coordination with SMEs to translate highly technical information.
- Created **extensive audio narration using the AI** production tool *WellSaid*.

### Senior Instructional Designer | GP Strategies (Microsoft Account) – Remote

**Apr 2022 – Jun 2025**

Supported several departments including Marketing Learning and Onboarding in the MCAPS division.

- Led a team **creating self-paced, micro-learning pre-work for Copilot VILT solution sales** training.
- Produced an **online Storytelling course** in Rise that engaged 13,000 learners in a month, using short animations, with satisfaction scores of 158/200 and verbatims like: “Most impactful training in decades!”
- Collaborated with executive stakeholders to **design online training for 60,000+ employees worldwide**. This fast-turnaround course launched Microsoft’s new global sales system.
- Produced a **Netflix-style dramatic video series** for training 5,000+ Microsoft Marketers worldwide including casting, photo shoots, overseeing all production, post-production, graphics, and audio.
- Co-developed a **7-city live roadshow** that was so successful it was immediately adapted for virtual delivery. Verbatims such as: “One of the best workshops ever attended at Microsoft.”

## **Instructional Designer | Melanie Rubin & Associates – Albuquerque, NM**

**Jan 2012 – Present**

Self-owned company producing training and outreach for diverse clients.

- Produced **asynchronous Rise courses for PK–12 educators** (TNTP, Inc.), for teacher development.
- Created **15 Captivate courses** training lawyers how to protect children globally from tobacco marketing.
- Created **Captivate online training for teen advocates** who teach other teens why vaping is dangerous.
- Created a **four-week, online academy** training Federal security clearance investigators across the U.S.

## **Instructional Systems Designer | Presbyterian Healthcare Services – Albuquerque, NM**

**Mar 2019 – Aug 2021**

Diverse training and outreach development for internal communications in the largest healthcare system in NM.

- **Created eLearning training for 10,000 staff**, reducing service call costs by up to **\$100,000** the first year.
- **Developed in-person/online leadership training** for the organization's 600+ managers.
- **Created Storyline training** about Blood products management, helping to save lives and excess cost.
- **Designed the first nurse leadership program**, virtual & in-person, raising leadership confidence by **21%**.

## **Instructional Designer & Co-Director | Acupuncturists Without Borders – Albuquerque, NM**

**Jun 2009 – Sept 2019**

This international non-profit trains acupuncturist how to deliver trauma relief world-wide after emergencies.

- **Redeveloped the continuing education program**, including instruction, training trainers, and personally delivering 60+ U.S. & international trainings. Process improvements saved **~800 employee hrs./year**.
- **Produced online trainings**, including platform development, and creating all course materials.

## **Director of Communications & Strategic Initiatives | National Family Voices, Albuquerque, NM**

**October 2011 - June 2013**

National Family Voices is a U.S. non-profit which represents families of children with special healthcare needs.

- **Collaborated with parents and agencies across the U.S.** to create a national Facebook PR pipeline.
- **Produced contests which engaged parents and children nationally** in fun, educational activities.
- **Wrote case study stories** to share with parents, the public policy team, and the press.

## **Video Producer | Melanie Rubin Productions and Flying Heart Productions | OR and NM**

**2005 – Present**

Self-owned business, producing media programming for schools, corporations, and public TV.

- **Created AI-expedited explainer videos** for a Microsoft SharePoint website.
- **Produced documentaries for Oregon Public Broadcasting and KNME-TV, Public TV** in New Mexico.
- **Manager of Video Production**, Productivity, Inc., training Fortune 100 companies like Ford Automotive.

## **EDUCATION**

**Master of Education, Instructional Design (focusing on organizational systems)** University of MA, Boston

**Bachelor of Arts, Energy & Envirt.** Brown University — Phi Beta Kappa, Magna Cum Laude, Honors

**Video/Film Studies** | Anthropology Film Ctr, Santa Fe, NM | NW Film Ctr, Portland, OR | Cambridge Commun. TV, Boston Film Fdn, Emerson College, Bunker Hill College, Martha's Vineyard Commun. TV, all in MA

## **PROFESSIONAL DEVELOPMENT & CERTIFICATIONS**

Adobe Illustrator • Adobe Photoshop • Adobe Captivate • LMS Platforms • DiSC Facilitation • Crucial Conversations • Crucial Accountability • Influencer • Public Speaking (Richard Greene) • Train-the-Trainer (Peak Potentials) • Coaching Certification – Coach University