

MELANIE RUBIN

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INSTRUCTIONAL DESIGNER

ELEARNING & MICROLEARNING | LEARNING EXPERIENCE DESIGN | AI TOOLS

PROFILE: Experienced Instructional Designer developing self-paced and live virtual instruction for over 75,000 people worldwide, including for Fortune 50 businesses. Reliable professional with effective design achieving high participant satisfaction (NSAT 160+), excellent verbatims ("This was FUN learning!"), and immediate learner implementation to close performance gaps and support measurable enhancements to ROI.

AREAS OF EXPERTISE

- Created an e-learning course with microlearning modules that engaged 13,000 learners within a month, satisfaction scores of 158/200, and learner verbatims such as: "Most impactful training in decades."
- Project-managed production of a Netflix-style dramatic mini-series for training 5,000+ Microsoft Marketers worldwide, including casting, photo shoots, and overseeing all production, post-production, graphics, and audio.
- Leveraged AI tools for co-development of a 7-city live training roadshow that was so successful it was immediately adapted for virtual delivery. Excellent verbatims such as: "One of the best workshops ever attended at Microsoft."

CORE COMPETENCIES

Curriculum Design	Articulate Rise/Storyline	Needs Analysis	Keynote/PowerPoint
ADDIE/Sam/Agile	Adobe Captivate & Camtasia	Figma UX design	AI: ChatGPT, Copilot,
CMS/LMS systems	WellSaid, Vyond, Synthesia	Assessment Design	Adobe Creative Suite
Blended & Peer Learning	Adobe Premiere & Snagit	Project Management	Short-format Content

PROFESSIONAL EXPERIENCE

Instructional Designer | TEK Systems – Remote

September – November 2025

Created six self-paced e-learning modules to teach new employees the step-by-step procedures for using ServiceNow correctly.

- Extremely rapid development.
- Storyline development using screen capture combined with PowerPoint imports.
- In-depth use of Well-Said.

Senior Instructional Designer | GP Strategies serving Microsoft Corporation – Remote

April 2022 – June 2025

Co-created a training with a two-month turnaround to introduce Microsoft's new, worldwide sales system to 60,000+ employees. Rapid development of e-learning, microlearning, onboarding, virtual and instructor-led training + Web sites.

- **Produced micro-learning modules to teach thousands of salespeople worldwide the essential skill of storytelling** in Rise and Storyline. Learner: *"I used this training to... create a story for my customer. Does it get any better?"*
- **Co-developed cross-cultural skills training for Costa Rican Account Executives.** Average learner satisfaction was high at 167/200. The training was quickly adapted for other countries.
- **Innovated a system for tracking changes to detailed onboarding plans** to co-create training plans for over fifty employee roles. This approach saved approximately two hundred hours of work by the team.
- **Led a team of four instructional designers to create micro-learning modules** as pre-work for a virtual instructor-led course teaching sales reps how to sell an AI solution. The time savings made training possible for hundreds of employees.
- **Co-developed a 25-page website with UX design and created an innovative strategy to track detailed changes.** Approx 100 hours of staff time saved allowed us to meet our end-of-fiscal year deadline.

Instructional Designer and Consultant | Melanie Rubin & Associates – Albuquerque, NM January 2012 – present.

Recruited for contract and part-time work by agencies and organizations in various parts of the United States, including e-learning development, website production, marketing and public relations, writing, and graphic design.

- **Reviewed and produced recommendations for AI tool use for the OD Network of Chicago** including software like Figma, Keynote, short-form AI explainer video production tools, microlearning tools, and LLMs.
- **Produced fifteen Adobe Captivate training courses** to train international lawyers in how to set up regulations that protect children from tobacco marketing saving tens of thousands of children from addiction to tobacco products.
- **Created a series of courses in Articulate Rise and Moodle** to train hundreds of teachers how to teach math effectively, supporting excellent math education for thousands of middle and high school students in Oklahoma.
- **Project managed six marketing websites for diverse clients** including writing, site architecture, branding, and photography. Client quote: *"I have received more requests for service than I can take as a result of this site."*

Instructional Systems Designer | Presbyterian Healthcare Services (PHS) – Albuquerque, NM March 2019 – August 2021

Developed training for 600+ managers and leaders in HIPAA-compliant leadership within the largest non-governmental healthcare system in New Mexico. Also led internal communications for the 20-person Talent Development department.

- **Instructional design for the organization's first nurse leadership program.** Nurse Managers increased leadership confidence by an average of 21%, supporting clinical workflows and promotion to higher levels of leadership.
- **Collaborated with cross-functional teams to produce a Captivate-based e-learning course training 10,000 staff** how to use required security software, reducing service call costs up to \$100,000 the first year.
- **Project managed four Adobe Captivate e-learning courses about weight bias to meet healthcare compliance.** Included casting actors, scriptwriting, and overseeing production and post-production for eight dramatic scenes.

INSTRUCTIONAL DESIGNER & CO-DIRECTOR | Acupuncturists w/o Borders – Albuquerque, NM June 2009 – Sept. 2019

Directed training for this international organization that supports PTSD prevention and recovery in the U.S. and internationally after natural and human-made disasters. Co-directed the organization including operations, marketing, PR.

- **Project managed the national training program** saving an average of 800 employee hours annually. Provided the majority revenue for the (then) \$450,000 annual budget, training 10% of the acupuncturists in the U.S.
- **Pioneered the online training program** including deciding the LMS and creating three courses that are still offered. This program has evolved to become a major revenue source for the organization.
- **Personally delivered over sixty trainings across the U.S., Haiti, and Mexico** with repeat learners, hundreds going on to become volunteers with the organization, and frequent evaluation feedback that I am a gifted trainer.
- **Set up and managed the Haiti trauma recovery program** with weekly clinics treating thousands of people starting with the earthquake in 2012, 50 health care providers trained in two cities, and the program continuing today.

INSTRUCTIONAL DESIGNER | ADC LTD NM – Albuquerque, NM, Part-time September 2015 – September 2016

Innovated a 4-week online learning academy within the Talent LMS learning management system with 20 Camtasia modules to train federal security clearance investigators. Saved the company \$1 million in onsite training costs.

ADDITIONAL EXPERIENCE:

- Video producer for Oregon Public Broadcasting and KNME Public Television in Albuquerque, NM.
- Small business, career, and marketing coaching through MelanieRubinCoaching and MassageProfit.com
- Marketing and public relations direction with National Family Voices and Acupuncturists Without Borders.

EDUCATION

MASTER OF EDUCATION, INSTRUCTIONAL DESIGN | University of Massachusetts – Boston, MA
BACHELOR OF ARTS | Brown University – Providence, RI | Phi Beta Kappa, Magna Cum Laude, Honors

VIDEO/FILM STUDIES | NW Film Ctr, Anthropology Film Ctr, Cambridge TV, Boston Film Fdn, Emerson College, Bunker Hill College.

PROFESSIONAL DEVELOPMENT | DiSC® Facilitation, Crucial Conversations®, Crucial Accountability®, Influencer®, RELATIONS Healthcare Communications, Adobe Illustrator, Photoshop, and Captivate, LMS Platforms.

CERTIFICATIONS | Richard Greene's Public Speaking, Peak Potentials' Train-the-Trainer, Coaching with Coach University.