

# MELANIE RUBIN

Nephi, Utah, 84648 | 505-261-3214 | melrubin2@gmail.com | <https://www.linkedin.com/in/melanie-2017/>

## INSTRUCTIONAL DESIGNER

ELEARNING | MICROLEARNING | AI TOOLS

**PROFESSIONAL PROFILE:** Trusted Instructional Designer developing self-paced and live virtual instruction to train tens of thousands of team members for companies worldwide, including Fortune 50 businesses. Reliable professional with innovative design achieving high participant satisfaction (NSAT 160+), excellent verbatims ("This was FUN learning!"), and immediate learner implementation to close strategic performance gaps and skyrocket ROI.

### AREAS OF EXPERTISE

- Created a successful e-learning course with microlearning modules in three weeks that engaged 13,000 learners in a month with satisfaction scores of 158/200 and verbatims such as: "Most impactful training in decades!"
- Oversaw production of a Netflix-style dramatic mini-series for training 5,000+ Microsoft Marketers around the world, drawing on background as a video producer for television in Massachusetts, Oregon, and New Mexico.
- 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

Adult learning theory	Articulate Rise/Storyline	Needs Analysis	Multimedia Production
ADDIE/Sam/Agile	Adobe Captivate	Storyboarding	AI tools and Avatars
Learning Management Systems	WellSaid, Vyond, Synthesia	Assessment Design	Adobe Creative Suite
Blended Learning	Clipchamp & Camtasia	Project Management	E-learning & Microlearning

## PROFESSIONAL EXPERIENCE

**Senior Instructional Designer | GP Strategies serving Microsoft Corporation – Remote** **April 2022 – June 2025**

Recruited to co-create a training course with a two-month turnaround to introduce Microsoft's new, worldwide sales system to 60,000+ employees. I was subsequently deployed to various teams to support fast production from complex material of high-profile and time-sensitive e-learning, microlearning, onboarding plans, virtual, and instructor-led training + Web sites.

Reputation for being proactive while calm, productive, and reliable under rapidly changing and pressured conditions.

- **Produced micro-learning modules to teach salespeople the essential skill of storytelling** in Rise and Storyline, using AI tools to create images, videos, and animation for engagement and interactive exercises for immediate application. Comment: *"I used this training to actually create a story for my customer. Does it get any better?"*
- **Co-developed instructor-led onboarding training for Costa Rican Account Executives** to support cross-cultural skills in working with North American customers. The average learner satisfaction score was quite high at 167/200.
- **Pioneered a system for tracking changes to detailed onboarding plans** with a team of instructional designers and project managers to create training plans for over 50 employee roles to maximize employee retention and success jumpstart success. This innovation saved approximately two hundred hours of work by a team of five people.
- **Spearheaded a team of instructional designers to create micro-learning**s as pre-work for a virtual instructor-led training teaching sales representatives how to position the business value of an AI solution. This approach saved approximately \$20,000 in staff time for in-person education, making training possible for busy specialists.
- **Co-developed a 25-page website and created an innovative strategy to track detailed changes.** The dozens of hours of staff time saved allowed us to meet our end-of-fiscal-year deadline. Created web pages documenting complex processes, streamlining and presenting information simply and visually for learner consumption.

**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. Also published two books personally with corresponding writing, design, marketing, and PR.

- **Produced fifteen training courses in Adobe Captivate** to train international lawyers in how to set up regulations in their countries to protect children from tobacco marketing and teach kids the dangers of vaping. This training saved tens of thousands of children from over 25 countries from becoming addicted to tobacco products.
- **Created a series of courses in Articulate Rise and Moodle** to train hundreds of teachers how to teach math effectively, supporting rewarding math education for thousands of middle and high school students in Oklahoma.
- **Co-produced websites for diverse clients** including writing, architecture, branding, and photography to market their businesses. Quote from one client: *"Melanie really listened to create a site that presents my engineering skills and services accurately... 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 leadership training for the 600+ managers and leaders in the largest non-governmental healthcare system in New Mexico as part of the Talent Development Department. Also led internal communications for this department.

- **Created the curriculum and materials for the organization's first nurse leadership program** to train Nurse Managers and Charge Nurses in leadership skills. Developed both instructor-led and virtual instructor-led versions, with rapid conversion during Covid. Nurse Managers increased leadership confidence by an average of 21%.
- **Produced a Captivate-based e-learning course to train 10,000 staff** in how to use new security software, reducing service call costs by up to \$100,000 in the first year.
- **Developed four Captivate e-learning courses for providers about weight bias required for compliance.** Innovated training that was both entertaining and effective by producing dramatic scenes with four actors on-site at the hospital including, scripting, directing, and stylistic editing of "good" vs. "bad" patient communication.

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

Directed the training programs for this international organization that supports trauma recovery services in the United States and internationally after natural and human-made disasters. Co-directed the organization.

- **Redeveloped the national training program** to enhance learner value and streamline operations, saving an average of 800 employee hours annually. Provided the majority of the revenue for the (then) \$450,000 annual budget, training 10% of the acupuncturists in the U.S., and supporting delivery of 200,000 treatments worldwide.
- **Launched the online training program early in e-learning history** including researching the platform and producing the initial courses that are offered 10 years later, with the program now a major revenue source.
- **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 comments 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**

Developed a 4-week online learning academy with 20 Camtasia modules to teach federal security clearance investigators how to do their jobs. Saved the company \$1 million in onsite training costs for federally required compliance training.

## EDUCATION

**MASTER OF EDUCATION** | University of Massachusetts – Boston, MA

**BACHELOR OF ARTS** | Brown University – Providence, RI | Phi Beta Kappa, Magna Cum Laude, Honors

**VIDEO & FILM** | 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.