ROBERT SMELSER

DESIGNER & ELEARNING DEVELOPER

PROFILE

I am an experienced graphic designer, advanced Adobe Captivate eLearning designer, accessibility expert and a capable public speaker.

I thrive in helping others succeed and cultivating environments where creativity and confidence can flourish.

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SKILLS

I am experienced in design and eLearning development tools as well as being comfortable on multiple operating systems.

WORK EXPERIENCE

2023 - PRESENT · SENIOR MEDIA SPECIALIST · THINK

Responsibilities include developing interactive and accessible eLearning products; design leadership; new employee Captivate training and continuous coaching and mentoring; providing thought and design leadership; and team representation in internal and client-facing settings.

2018 - 2023 · SENIOR MEDIA DEVELOPER · HIGHPOINT

In addition to the Media Developer role, responsibilities included design leadership; coaching on multiple versions of Adobe Captivate, other Creative Suite applications, and accessibility best practices; providing thought and design leadership; helping manage projects; and allocating resources over multiple contracts.

2013 - 2018 · MEDIA DEVELOPER · HIGHPOINT

Responsibilities included developing interactive, and accessible eLearning modules for multiple clients; creating beautiful and on-brand visual materials for business development needs; and consulting with Instructional Designers to create good user experiences.

2001 - 2013 · MUSIC TEACHER · HARRISON HILL ELEMENTARY

Responsibilities included developing and maintaining high-quality curriculum standards; managing large groups of children in single- and multi-age environments; coordinating school programs.

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EDUCATION & CERTIFICATIONS

BUTLER UNIVERSITY · BACHELOR OF ARTS · MUSIC EDUCATION

Additional areas of focus included sociology and child psychology.

CERTIFICATIONS

- **May 2016** - ATD Captivate 9 Certification

- **October 2019** - Captivate 2019 Adobe Captivate Certified Specialist

- **November 2020** - IDEO U Foundations in Design Thinking

- **September 2022** - International Association of Accessibility Professionals (IAAP) Certified Professional in Accessibility Core Competencies (CPACC)

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REFERENCES

To respect the privacy of my references, contact information is available on request.

PAUL BEDELL

Media Developer Manager

Think

AUDREY FRANK

Media Developer Team Lead

HighPoint Digital

YOLANDA LOCKHART-HOWE

Visual Design Lead

Learning Experience Designer

Bain & Company

NOTABLE ACCOMPLISHMENTS

HIGHPOINT

- Developed a process used across multiple contracts used for protecting personally identifiable information (PII) and protected health information (PHI).

- Created templates across multiple contracts for products designed in Word, PowerPoint, and Captivate.

- Designed a portfolio of external marketing material, created branding for corporate awards, internal desktop wallpapers, and collateral related to a corporate-sponsored conference.

- Helped develop and document onboarding procedures, documentation, and practice products for two project teams.

- Helped drive the visual and functional design of multiple online curricula for multiple contracts, including coordinating one curriculum that received its highest-ever CSAT scores.

- Redesigned multiple internal trainings.

- Coordinated multiple contracts migrating from Captivate 7 to Captivate 2019, including training and documentation.

- Coordinated multiple contracts migrating their eLearning products from Flash output to HTML5 output, including informing client browser upgrades to facilitate the process.

- Helped coordinate multiple contracts migrate their eLearning publishing standard from SCORM 1.2 to SCORM 2004.

- Created business graphics and sample projects for contract bids.

HARRISON HILL ELEMENTARY

- Created the school's first social media presence on Twitter, Facebook, and YouTube.

- Grew the music extracurricular program from two choirs to multiple ensembles for larger age variety and different musical expressions.

- Led the third grade professional learning community and was team lead for the special area classes.