

Maren Patterson

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LEARNING EXPERIENCE DESIGNER | MULTIMEDIA LEARNING DEVELOPER

Instructional Design • eLearning Development • Multimedia Storytelling • Simulation-Based Learning • AI-Assisted Content Creation

Learning Experience Designer and Multimedia Learning Developer with 10+ years of experience designing enterprise-scale digital learning solutions for global audiences across corporate, higher education, and technology environments. Specialized in instructional design, multimedia storytelling, video production, simulation-based training, interactive learning experiences, and AI-assisted content development. Proven success partnering with stakeholders, SMEs, and cross-functional teams to translate complex information into engaging, learner-centered experiences that improve engagement, knowledge retention, and business performance.

Expertise includes ADDIE, SAM, Bloom's Taxonomy, cognitive load theory, adult learning principles, accessibility standards (WCAG/ADA awareness), rapid prototyping, iterative design, assessment strategy, UX principles, and LMS-based learning delivery. Experienced managing multiple projects simultaneously from concept through deployment while maintaining high standards of visual design, instructional quality, and stakeholder alignment.

PROFESSIONAL EXPERIENCE

JPMorgan Chase

Digital Learning Developer II (HR) | 2024 – 2025

- Designed and developed enterprise learning experiences supporting a global audience of employees, managers, and cross-functional business partners.
- Created learner-centered multimedia training solutions across video, eLearning, interactive content, instructional animation, and simulation-based learning formats.
- Partnered with stakeholders, SMEs, and leadership teams to define learning objectives, scope project requirements, align deliverables, and improve learner engagement outcomes.
- Produced high-impact instructional animations and multimedia assets that enhanced information retention and learner comprehension across enterprise HR initiatives.
- Served as in-house audio/video producer and studio engineer responsible for recording, editing, and publishing professional learning content tutorials and presentations.
- Developed and maintained standard operating procedures, quality review processes, and course governance documentation to improve consistency across learning initiatives.
- Designed and developed webpages and multiple web-based applications supporting learning initiatives, internal communication, and digital learning accessibility.
- Contributed as a Technical Artist and 3D Game World Artist supporting immersive and interactive learning experiences.
- Applied rapid prototyping and iterative design methodologies to refine learning experiences based on stakeholder feedback and business requirements.
- Utilized AI-assisted design and emerging technologies to accelerate content production workflows and improve creative efficiency.

DSI Systems (Supporting AT&T)

Multimedia Mobile eLearning Specialist | 2019 – 2024

- Developed enterprise eLearning solutions and multimedia learning experiences supporting employees, managers, partners, and authorized retailers.

- Designed on-boarding programs, annual compliance training, and HR learning content for internal corporate employees.
- Collaborated with stakeholders and training leadership to create engaging digital learning solutions aligned with organizational goals and operational performance objectives.
- Supported development of a mobile learning application used by AT&T sales representatives as a centralized training and enablement platform.
- Produced instructional video content, motion graphics, interactive tutorials, and multimedia storytelling assets designed to improve learner engagement and retention.
- Designed scenario-based learning activities, knowledge checks, and interactive assessments to reinforce learning outcomes and practical application.
- Applied instructional design frameworks and adult learning principles to create scalable, learner-centered digital experiences.
- Managed multiple concurrent projects while maintaining production timelines, quality standards, and stakeholder expectations.
- Leveraged rapid development methodologies and iterative feedback cycles to continuously improve training effectiveness and user experience.

Harding University

Instructional Designer | Digital Content Developer | Studio Engineering Producer | 2018 – 2019

- Designed and developed digital learning experiences supporting students across university campuses.
- Applied Quality Matters standards and instructional design best practices to ensure course quality, accessibility awareness, and learner engagement.
- Served as Quality Matters APPQMR-certified course reviewer and peer reviewer supporting instructional excellence initiatives.
- Produced interactive learning media, instructional videos, and multimedia course content for faculty and academic departments.
- Designed, built, and managed a campus multimedia production studio supporting enterprise-wide educational content creation.
- Collaborated with faculty, SMEs, and leadership to translate complex academic concepts into engaging multimedia learning experiences.
- Supported teams as a web developer, graphic designer, technical artist, and audio/video producer across multiple educational initiatives.
- Managed multimedia production schedules, studio operations, and content delivery workflows across departments.

Escape Chambers

Website Developer | Digital Content Developer | 2016 – 2018

- Redesigned and optimized the company's primary website to improve user experience, digital engagement, and visual brand consistency.
- Developed, published, and maintained nine company websites utilizing WordPress, HTML, CSS, and Bootstrap frameworks.
- Produced cinematic promotional trailers, voice-over media, marketing graphics, and interactive digital assets supporting customer engagement initiatives.
- Created multimedia content aligned with branding, storytelling, and experiential entertainment objectives.
- Supported early-stage virtual reality game development initiatives through entry-level game world design and immersive digital content creation.

Inet

Website Developer | 2017

- Developed and maintained responsive web content and digital assets supporting internal and client-facing business initiatives.
- Collaborated with development teams to improve website usability, functionality, and design consistency.

Holland

Office Administrator | 2015 – 2016

- Managed operational documentation, reporting accuracy, administrative workflows, and cross-functional communication processes.
- Demonstrated strong attention to detail, organizational management, and information accuracy within high-volume operational environments.

Brentwood Church of Christ

Lead Multimedia Technician & Engineer | 2009 – 2011

- Managed multimedia production systems, audio/video operations, and live event technical support.
- Produced multimedia content and maintained audiovisual systems supporting organizational communication initiatives.

EDUCATION

Master Graduate Certificate – Software Development & Programming

University of Denver

Master Graduate Certificate – Instructional Design & Technology

Full Sail University

Master of Arts – Strategic Communication & Digital Media

Regent University

Bachelor of Science – Digital Entertainment & Game Design

Associate of Applied Science – Information Technology & Multimedia

CERTIFICATIONS

- Quality Matters APPQMR Certified
- Quality Matters PRC Certified
- Certified Digital Studio Engineering

TECHNICAL TOOLS

Learning & Authoring Platforms

Articulate 360 • Rise 360 • Adobe Captivate • Camtasia • Vyond • Canvas LMS

Multimedia & Motion Design

Adobe Photoshop • Illustrator • Premiere Pro • After Effects • Media Encoder • DaVinci Resolve • Final Cut Pro • GarageBand • Logic Pro • Avid ProTools

Web & Interactive Development

HTML • CSS • Bootstrap • JavaScript • jQuery • PHP • SQL • UX/UI • WordPress • Dreamweaver • Sublime Text

Game, Simulation & Emerging Technology

Unreal Engine • Unity • Blender • Metahuman • Reallusion Character Creator • iClone • Xcode • Visual Studio • AI-Assisted Content Creation • Synthesia • ChatGPT

Operating Systems

Mac OS • Windows • Linux

CORE COMPETENCIES

Learning Experience Design

Instructional Design • Learning Experience Design (LXD) • Adult Learning Theory • ADDIE • SAM • Bloom's Taxonomy • Curriculum Development • Scenario-Based Learning • Assessment Design • Learning Architecture • Learning Analytics • Knowledge Retention Strategies • Inclusive Design • Accessibility Awareness • WCAG/ADA Standards

Multimedia & eLearning Development

eLearning Development • Interactive Learning • Video Production • Motion Graphics • Simulation-Based Learning • Multimedia Storytelling • Audio/Visual Production • Studio Engineering • Animation • Rapid Prototyping • AI-Assisted Content Creation

Design & Technology

Articulate 360 • Rise 360 • Adobe Captivate • Camtasia • Vyond • Canvas LMS • Adobe Creative Suite • After Effects • Premiere Pro • Photoshop • Illustrator • DaVinci Resolve • Final Cut Pro • Unreal Engine • Unity • Blender • UX/UI Design • HTML • CSS • Bootstrap • JavaScript • jQuery • PHP • SQL

Collaboration & Leadership

Stakeholder Management • SME Collaboration • Cross-Functional Communication • Project Management • Agile Workflow • Timeline Management • Design Thinking • Creative Problem Solving • Training Facilitation