Eddie Rodriguez

Senior Instructional Designer

eddie@visualpointofview.com • 954-871-8523
Website • LinkedIn • Jacksonville, FL 32258

Dynamic and creative professional with extensive experience designing scalable e-learning solutions that drive customer success, internal enablement, and partner readiness. Skilled in developing SCORM-compliant multimedia content for diverse audiences and transforming instructor-led training into engaging, on-demand digital experiences. Adept at building onboarding curricula and certification programs that improve user engagement and retention. Deep expertise in adult learning theory and instructional design methodologies such as Agile/SAM and ADDIE. Proficient in managing end-to-end learning systems, including LMS platforms such as Absorb LMS, Canvas, and Blackboard, with hands-on experience leading LMS-to-LMS migrations. Strong advocate for accessibility and ADA compliance. Frequently serve as a strategic advisor to leadership, providing guidance on enablement pathways and training direction to ensure alignment with business goals. Known for innovative learning strategies that enhance product adoption, knowledge retention, and cross-functional collaboration.

Areas of Expertise

- Instructional Design & Development
- Customer & Sales Enablement Training
- Onboarding/Certification Program Design
- Brand-Consistent Visual Learning Strategies
- SME Engagement
- SCORM Compliance
- Multimedia Production
- Adult Learning Theory
- Agile/SAM and ADDIE
- ADA/Section 508 Compliance
- Cross-Functional Collaboration
- Learning Management Systems

Professional Experience

Armis, Palo Alto, CA   **2021 – Present**
Senior Instructional Designer

Spearhead the visual branding and instructional design strategy for e-learning modules to enhance customer success and partner enablement. Design and develop comprehensive instructional materials, courses, and training programs aligned with business and learning objectives. Perform in-depth content analysis to identify optimal instructional strategies and deliver engaging, results-driven learning experiences. Create a wide array of content, including SCORM-compliant modules, presentations, videos with voiceover scripting, interactive elements, job aids, and assessments. Lead the transformation of instructor-led training into self-paced, on-demand courses to support global scalability and accessibility. Serve as LMS Administrator for Absorb LMS, overseeing content deployment and user experience. Act as the leader of the Content Development Center of Excellence, managing a Romania-based team and building the global enablement team's content and course development processes. Partner with cross-functional teams to develop the Armis Partner Curriculum—covering sales and technical tracks.

- Contributed to a 65% increase in Armis University enrollment by supporting go-to-market readiness.
- Spearheaded development of an onboarding curriculum for customer account managers and technical account managers.
- Enhanced customer learning experience by developing modular learning paths across internal/external educational programs.
- Led global customer enablement team in converting high-demand instructor-led training into scalable, on-demand eLearning courses.
- Designed and launched customer certification programs, recognizing product proficiency and increasing customer engagement/loyalty.

Puppet, Portland, OR   **2018 – 2021**
Senior Instructional Designer

Directed the comprehensive development of sales enablement and technical training courses for both internal and external stakeholders. Crafted promotional and educational multimedia content for customer-facing events, prioritizing alignment with strategic goals. Collaborated with subject matter experts to advance Puppet enterprise technical curriculum. Oversaw the management and maintenance of Puppet Compass, enhancing customer support through effective portal organization and content integration. Evaluated current training practices to recommend improvements for maximum engagement and retention.

- Honored with global MVP of the year award in 2021 for surpassing performance targets; conceptualized and launched a 24-hour streaming sales kickoff network during the COVID pandemic, earning enthusiastic feedback and engagement.
- Drove the development of Puppet Compass, a central knowledge base for client support, optimizing information accessibility.
- Designed innovative microlearning content, called Puppet Tackleboxes, using advanced interactive and animation techniques to enrich customer training experiences.

American College of Education, Indianapolis, IN   **2017 – 2020**
E-Learning Content Developer

Led the complete production cycle of these educational materials, from conceptualization to final editing. Spearheaded introductory course development, offering detailed insights into the online student experience. Provided training and mentorship on video production and motion graphics, enhancing team proficiency. Collaborated with cross-functional teams to align multimedia content with educational standards and objectives.

- Solely produced over 20-30 videos weekly, integrating animation, video editing, and voice-over techniques.
- Administered development efforts for the ACE Test Drive introductory courses, enriching the online learning experience.
- Provided comprehensive training and mentorship in video production, elevating team skillsets in multimedia creation.

Florida State College, Jacksonville, FL   **2012 – 2017**
E-Learning Graphic Designer

Spearheaded the development and creative direction of the multimedia department, creating and implementing multimedia resources for over 600 online courses. Collaborated with subject matter experts and instructional designers to enhance online content through interactive and engaging user experiences. Ensured all web-based learning objects complied with ADA/Section 508 standards, supporting accessible education. Managed course shells in LMS platforms such as Blackboard Learn and Canvas, optimizing the delivery of educational content. Conducted regular assessments of external resources for compliance and quality assurance.

- Founded the Center for e-Learning and contributed significantly to its mission of advancing digital education.
- Developed a creative strategy that streamlined multimedia resource creation and benefited internal and external stakeholders.
- Enhanced collaboration efforts that led to the production of high-impact content for diverse learning environments.

Additional Experience as a Senior Multimedia Designer, E-Learning Clinic, Jacksonville, FL

Education & Certifications

Master of Education in Instructional Design & Technology, American College of Education, Indianapolis, IN
Bachelor of Fine Arts in Writing, Literature, & Publishing, Emerson College, Boston, MA
Associate of Science in Digital Media, Full Sail University, Winter Park, FL
Quality Matters Certified

Technical Proficiencies

HTML & CSS | LMS Management | Section 508 & ADA Compliance | Scriptwriting | Voiceover Talent | Adobe Creative Cloud | Articulate Storyline & Rise | AI-Powered Content Development (Gemini, Synthesia, ChatGPT) | Adobe After Effects | Adobe Premiere | Vyond