

Adam Leibler

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E-Learning Developer & Learning Experience Architect

Award-winning multimedia e-learning developer and instructional design expert with 15+ years of experience designing, developing, and scaling transformative digital learning ecosystems. Proven success translating complex instructional concepts into visually engaging, high-fidelity learning materials for highly regulated industries including healthcare, banking, and government. Expert in leveraging emerging technologies and AI-driven workflows to enhance learner engagement and knowledge retention while maintaining rigorous technical standards.

Core Technical Competencies

Authoring Tools: Articulate Storyline 360, Rise 360, Adobe Captivate, Lectora, Vyond, Camtasia, Veed.io

Multimedia & Design: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Instructional Animations, Synthetic Avatars/AI Voiceovers

LMS & Technical: Cornerstone, Workday Learn, Moodle, xAPI, Basic Web Development (HTML/CSS/php)

Methodologies: ADDIE, SAM, Agile, Kirkpatrick Evaluation (Levels 1-4), Accessibility (Section 508/WCAG 2.1)

Professional Experience

Learning Experience Designer (Independent Contractor) | Oct 2022 – Present

Clients: U.S. Dept. of Health & Human Services (HHS), Frontdoor, U.S. Dept. of Veterans Affairs (VA), Diversified

- **AI-Enhanced Multimedia Production:** Developed high-stakes healthcare training for HHS utilizing AI-generated voiceovers and synthetic avatars, reducing production timelines by 40% while ensuring IACET compliance.
- **Interactive E-Learning Solutions:** Architected personalized compliance training for Frontdoor using complex branching scenarios and real-time performance-based adaptations.
- **Immersive Video Simulations:** Designed and implemented hybrid training systems for Diversified using AI-augmented prototyping to create scenario-based video simulations for global deployment.

Program Manager – Engineering Education | Twitch Interactive | Mar 2021 – Oct 2022

- **Scalable Learning Systems:** Designed immersive technical onboarding frameworks for software engineers, emphasizing instructional scaffolding to reduce 'time to first contribution' to under 30 days.
- **Data-Driven Optimization:** Utilized performance analytics to iterate on large-scale technical training, aligning multimedia content delivery with strategic business objectives.

Instructional Designer II | Terminix International | Sep 2017 – Mar 2021

- Immersive Scenario Design: Developed complex branching scenarios and custom gamified environments for a diverse workforce, focusing on high-stakes safety and sales performance.
- Strategic Collaboration: Partnered with SMEs to translate operational gaps into technology-based interventions, ensuring all media assets met rigid safety standards.

Learning Experience Designer (Independent Contractor) | Apr 2016 – Sep 2017

Clients: Vyond (GoAnimate), Ally Financial, USAA

- Interactive Video Certification: Designed the comprehensive global certification program for Vyond, establishing proficiency benchmarks for their web-based video production tool.
- Regulated Industry Architecture: Developed rigorous, ADDIE-based digital learning modules for high-regulation financial institutions (Ally & USAA), ensuring 100% compliance with banking standards.

E-Learning Developer | ELB Learning (formerly eLearning Brothers) | Jul 2012 – Apr 2016

- Award-Winning Development: Produced bespoke, high-fidelity e-learning for Fortune 500 clients, earning a Brandon Hall Award for Excellence in Learning for 'Best Use of Games and Simulation.'
- Modular Design Libraries: Engineered a modular library of interactive templates for Storyline and Captivate, enabling thousands of users to achieve rapid, high-quality development.

Education & Recognition

B.S., Organizational Leadership and Learning – University of Louisville (Expected 2026, 4.0 GPA)

- Brandon Hall Award for Excellence in Learning – Best Use of Games and Simulation in Learning
- U.S. Army Award for Maintenance Excellence – European Theater Satellite Communications Certification Training