

Eric DeRise

AI Video Producer | Instructional Designer & eLearning Specialist

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Professional Summary

Dynamic AI Video Producer & Instructional Designer with 10+ years of experience crafting engaging learning experiences that drive performance improvement. Expertise in leveraging cutting-edge technology, including AI-generated content and animation, to create impactful training programs. Proven track record of increasing learner engagement by 30% and improving knowledge retention by 25% through innovative multimedia solutions. Adept at collaborating with SMEs, conducting needs assessments, and utilizing data-driven methodologies to ensure training effectiveness.

Core Competencies

- AI Video Production & Animation
- Multimedia Content Creation
- Generative AI
- AI-Generated Voiceovers & Sound Effects
- Instructional Design & eLearning Development
- Curriculum Development & Auditing
- LMS Management & SCORM Integration
- Performance Support Tools
- Adult Learning Principles
- ROI analyses using ADDIE and Kirkpatrick Models

Technical Skills

- **LLMs:** Chat GPT, Copilot, Gemini, Lama, Perplexity
- **eLearning:** Articulate Storyline 360 & Rise, Camtasia
- **Video & Animation:** Adobe Creative Suite, Camtasia, CapCut, DaVinci Resolve, Descript, DZINE, Firefly, HeyGen, Kling, LTX Studio, Pictory, Pika, Premiere Pro, Runway, Synthesia, Talkingavatar.ai, TechSmith Suite, Timebolt, Vyond
- **Audio:** 11 Labs, Audacity, Audition, Fake You, Voice.io, Wellsaid
- **Image Design & Layout:** Canva, Designer, DZINE, Express, Adobe Creative Suite
- **LMS:** Blackboard, Canvas, Tailored LMS', etc.
- **Other:** Microsoft Office Suite, NotebookLM

Professional Experience

AI ED Video+ LLC, Tampa, FL

CEO, Instructional Designer & Multimedia Developer | 7/2025 – Present

- Developing eLearning modules using Articulate Storyline
- Producing animated explainer videos using Vyond
- Creating various video presentations using Synthesia, Camtasia, CapCut, and Premiere Pro

Mosaic North America (Verizon Wireless Contract), Tampa, FL
Instructional Designer & Multimedia Developer | 1/2022 – 6/2025

- Developed 10+ interactive eLearning modules using Articulate Storyline, resulting in a 30% increase in learner engagement and a 25% improvement in knowledge retention.
- Produced 60+ animated explainer videos using Vyond, incorporating AI-generated voiceovers and custom sound effects, reducing production time by 50% while maintaining high quality.
- Generative AI campaign: Created various video presentations using Synthesia, Camtasia, and Premiere Pro for ID team proposing the inclusion of AI platforms in the ID team workflow.
- Conducted in-depth training needs assessments and ROI analyses using ADDIE and Kirkpatrick models, leading to data-driven improvements in curriculum design and delivery.

Booz Allen Hamilton, Inc., Tampa, FL
Instructional Designer & Multimedia Developer | 6/2020 – 12/2021

- Designed and implemented a comprehensive train-the-trainer program, equipping 50+ instructors with enhanced facilitation skills and boosting overall training effectiveness by 40%
- Conducted training needs assessments for multiple clients, evaluated existing programs, and provided consulting services to optimize learning solutions.
- Created engaging multimedia components including videos and interactive simulations that enhanced learner engagement and knowledge transfer.

University of Tampa, Tampa, FL
Adjunct Professor & Instructional Designer | 9/2020 – 6/2021

- Designed and delivered engaging hybrid/blended courses in Communications, incorporating adult learning principles and multimedia elements.
- Curated and managed learning content within the LMS platform, ensuring seamless access for students and facilitating online collaboration.
- Converted traditional face-to-face courses to a hybrid format in response to the COVID-19 pandemic, ensuring continuity of learning.

Nova Southeastern University, Clearwater, FL
Digital Marketing and Enrollment Manager | 1/2012 – 6/2020

- Developed compelling presentations to medical offices promoting graduate medical programs which drove enrollment growth by over 20%.
- Built relationships with healthcare organizations to identify potential candidates for student recruitment efforts.
- Created successful social media marketing campaigns that increased brand awareness for healthcare degree programs.

Education

- EdD(abd), Instructional Design, Nova Southeastern University
- MEd, Instructional Design, Kaplan University
- BA, Mass Communications, Marylhurst University

Publications

- Author: "Goin' to College: Top Hacks for Getting into the College Program of Your Dreams PLUS a Little Learning Theory"