Evan Scheidegger

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eLearning Course Developer

Creative and innovative professional with extensive experience in designing engaging eLearning courses, producing high-impact multimedia content, and elevating visual storytelling through animation, video, and illustration.

Proven track record of developing interactive eLearning modules in Articulate 360, Storyline, and Adobe Captivate, integrating motion graphics, simulations, and gamification to enhance retention. Visionary leadership in leading multimedia teams, establishing design standards, and optimizing production workflows to reduce development time while maintaining brand consistency. Proficient in transforming static courseware into dynamic, visually rich experiences, redesigning UI/UX, crafting custom animations, and implementing SCORM-compliant LMS solutions. Expert at merging instructional design principles with multimedia production, leveraging Vyond, After Effects, and Illustrator to create compelling explainer videos, motion graphics, and vector-based assets. Well-versed in collaborating with SMEs, marketing teams, and developers to align eLearning content with business goals.

Areas of Expertise

- eLearning Development
- Corporate Training Solutions
- Graphic Design & Illustration
- Instructional Design Integration
- Web & Interactive Design
- Communication & Writing
- Video Editing & Production
- Learning Experience Design
- Project & Creative Leadership
- Team Leadership & Art Direction
- Content Creation & Interactive Learning
- Visual Storytelling & Multimedia Production

Professional Experience

eLearning Multimedia Developer | Assurant, Inc. – Miami, FL **2022 – Present**
Global provider of lifestyle and housing solutions serving leading brands such as Lowe's, T-Mobile, and Best Buy.

Develop interactive eLearning modules and gamified training experiences to enhance customer education for enterprise clients across the retail and telecom sectors. Produce high-impact multimedia assets including motion graphics, explainer videos, and microlearning content tailored to specific client needs and brand guidelines. Collaborate cross-functionally with Account Managers, Subject Matter Experts (SMEs), and Sales and Marketing teams to align content strategy with business objectives.

Notable Accomplishments:

- **Elevated** course effectiveness and learner satisfaction by introducing gamification elements into core training experiences.
- **Boosted** learner engagement by **20%** through innovative multimedia enhancements and data-driven content iteration strategies.
- **Accelerated** development timelines by integrating advanced multimedia tools and optimizing workflows across learning design lifecycle.
- **Strengthened** client satisfaction and retention by delivering branded multimedia solutions that supported learning outcomes for major partners, including Lowe's and T-Mobile.
- **Enhanced** training program reach by producing a library of scalable, reusable multimedia components, including video explainers, interactive scenarios, and short-form animations.

Marketing Multimedia Manager | Curriculum Associates – Billerica, MA **2020 – 2022**
EdTech company behind i-Ready, committed to delivering innovative learning solutions for students and educators.

Directed a team of multimedia designers in the creation of compelling visual assets to support enterprise-wide marketing initiatives and digital campaigns. Produced high-quality videos, including motion graphics, product demonstrations, and executive interviews to strengthen brand messaging and product visibility. Engineered interactive content using Articulate Storyline 360 to enhance user engagement and highlight i-Ready's core functionalities across digital platforms.

Notable Accomplishments:

- **Increased** average landing page time and conversion rates by integrating product simulations into campaign designs and website assets.
- **Strengthened** team output/creative capacity by mentoring a high-performing multimedia staff, fostering skill growth/design innovation.
- **Drove** awareness and adoption of i-Ready solutions via impactful marketing videos that amplified brand reach across national campaigns.
- **Improved** consistency across all digital content and reduced production rework by 35% by standardizing brand-aligned multimedia practices.
- **Enhanced** digital storytelling through custom-built modules, elevating product comprehension for prospective users and education partners.

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eLearning Development Lead | Facing History & Ourselves – Boston, MA   **2017 – 2020**
A nonprofit organization dedicated to creating educational materials on historical injustices for middle and high-school educators.

Led the development of the organization's online learning identity, collaborating with instructional designers and subject matter experts to translate complex content into engaging multimedia formats. Enhanced the Learning Management System (LMS) interface using advanced CSS and HTML coding, significantly improving user experience and system functionality. Instituted comprehensive brand guidelines and visual standards for online course materials, ensuring consistency and high-quality design across all digital platforms. Utilized Adobe Creative Suite and Canvas LMS to design and deploy interactive course content that aligns with educational goals and learner needs. Monitored and integrated the latest eLearning tools and practices to ensure the organization remained at the forefront.

Notable Accomplishments:

- **Enhanced** user interaction and knowledge retention by developing custom interactive elements using Articulate Storyline 360.
- **Transformed** the Online Learning department by establishing a robust visual identity, improving course aesthetics and learner engagement.
- **Reduced** course development time by creating templates and design guidelines, enhancing team efficiency and content standardization.
- **Produced** a suite of engaging video and animation content aimed at enriching educational impact and accessibility of online courses.
- **Innovated** user interface design for courseware, creating reusable templates that expedited production/maintained high design standards.

Lead Graphic Artist | Grace Hill, Inc. – Greenville, SC   **2012 – 2016**
Leader in training and development for the multifamily industry, providing specialized courses and performance tools.

Collaborated extensively with Grace Hill's executive leadership and cross-functional teams in design, development, and marketing to revitalize and enhance the visual appeal of eLearning courses. Managed the creative overhaul of existing course materials, implementing a dynamic and engaging design style across all digital content. Directed and mentored a team of designers, fostering professional growth and ensuring adherence to the highest standards of eLearning visual design. Led the adoption of new design software and techniques, continuously elevating the quality and effectiveness of courseware visuals. Engaged in ongoing research to stay abreast of the latest trends in eLearning design, particularly focusing on user engagement and retention strategies.

Notable Accomplishments:

- **Redesigned** the user interface and content styling of courseware, leading to improved navigation and user experience.
- **Revamped** the visual style of the entire course catalog, increasing user engagement through enhanced graphic and interactive elements.
- **Transitioned** course content to a modern, realistic vector style, significantly improving the visual communication and learner immersion.
- **Led** the development of a spaced repetition learning application, building new best practices for enhancing long-term knowledge retention.
- **Created** the user interface for the newly developed app while ensuring intuitive usability and alignment with educational goals.

Additional Experience

Lead Graphic Artist | Computer Sciences Corporation – Hampton, VA

Art Director | Performance Support Systems, Inc. – Newport News, VA

Education

Bachelor of Fine Arts, Communication Arts & Design | Virginia Commonwealth University – Richmond, VA

Technical Skills

Design & Multimedia:

- **Graphic Design & Branding:** Identity Design, Print Design, Branding.
- **Web & Digital Design:** Web Design, UI/UX Design, Multimedia Management.
- **Multimedia Development:** Video Production, Animation, Motion Graphics, eLearning Content Creation.

Software Proficiency:

- **Adobe Creative Suite:** Illustrator, Photoshop, After Effects, Premiere, InDesign, Animate, Audition, Captivate.
- **eLearning Tools:** Articulate 360 (Storyline 360, Rise 360), Vyond, Camtasia Studio.
- **Other Tools:** Canvas, Microsoft Office Suite, HTML, CSS.