

Ed Scalley
Instructional Designer |
Learning & Enablement

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Summary

Instructional designer and enablement partner who builds onboarding, e-learning, live training, and certification programs that help employees and customers adopt new skills and software:

- **Instructional Design & E-Learning:** Built e-learning, video, simulations, and a 90-day onboarding program (30 topics, 3 phases) with assessments and certification.
- **Facilitation & Enablement:** Facilitated 30+ live and virtual sessions (600+ reached), grew participation 20%, and trained new hires to proficiency on complex systems.
- **Evaluation & AI-Assisted Development:** Use surveys, usability tests, and learning data to improve programs, and AI-assisted authoring with Articulate and Camtasia (certified).

Experience

2023–Present

ES Consulting – *Instructional Designer / Learning & Enablement Consultant*

- Defined training requirements with stakeholders and built a 90-day onboarding program (30 topics, 3 phases) with assessments and certification.
- Crafted online learning, video, and microlearning in Articulate Rise 360, Storyline 360, and Camtasia, using AI tools to develop iteratively.
- Evaluated a software rollout's user experience (22-person survey, focus group of 7, 5 usability tests) and made 6 recommendations.

2025–2026

Missouri University of Science & Technology – *Financial Literacy Trainer / Senior Student Support Specialist*

- Delivered 30+ live and virtual sessions (600+ reached) and grew financial literacy program participation 20%.
- Turned recurring customer questions into clear guidance and job aids that cut repeat support issues 15% for 7,200+ students.
- Trained 2 new hires and 4 student workers on PeopleSoft and TouchNet software and daily workflows.

2015–2023

American Wireless HQ (Partner to Fortune 500 Giants) – *Training Coordinator*

- Trained employees on an inventory system with barcode scanning, order-processing software, and fulfillment tools.
- Coordinated 2-3 corporate events a week for Merck, Johnson & Johnson, Pfizer, and Bristol Myers Squibb.
- Kept procedures and checklists current as operations changed for 3,000+ SKUs and 300+ order peak days.

2014–2015

TelQuest International – *Account Manager / Instructional Content Developer*

- Built Panasonic product training (KX-TDA50G, KX-NCP, KX-TDE) for enterprise customers and channel partners.
- Supported Cisco, Avaya, and Panasonic systems for ~300 accounts, including USPS and a NASA call center.
- Wrote RFQ, RFP, and proposal content, including Cisco proposals around \$30K.

Education

University of Missouri – *MS, Learning Technologies & Design*

- 3.92 GPA, High Distinction; led a team building a Storyline simulation for 8 Bloomberg terminals serving ~2,800 students.

Old Dominion University – *BS, Business Communication*

- Awarded a \$20K Peer Leadership Scholarship for mentoring students and creating college-transition content.

Skills

- **Learning & Development:** Instructional Design, ADDIE, Adult Learning, E-Learning, Onboarding, Facilitation, Assessments & Certification, Sales & Customer Enablement
- **Tools:** Articulate Rise & Storyline, Camtasia (certified), Zoom, AI-assisted authoring, LMS (Canvas, TalentLMS), Twine, Construct 3
- **Collaboration:** SME Reviews, Stakeholder Requirements, Visual Design, Technical Writing, SaaS Product Learning, Process Improvement