

Shawn Barkley

Instructional Designer | eLearning Developer

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Summary

An instructional designer with over 8 years of experience creating engaging e-learning for corporate and higher education. Transforms complex content into accessible training that drives clear, measurable performance gains. Proficient in the end-to-end design process—from needs analysis and storyboarding to development and evaluation—and an expert in leveraging modern learning technologies to build effective solutions that align with key business and educational objectives.

Skills

Instructional Design, Articulate Storyline 360 & Rise 360, Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Adobe Captivate, E-Learning Authoring, LMS Administration, Graphic Design, Video Editing (After Effects, Premiere Pro, Final Cut Pro), xAPI, Vyond, WCAG, Mac & PC Proficient.

Experience

Learning and Performance Experience Designer *Coke Florida Bev | 2022 - Present*

- Engineered an advanced safety training module in Articulate Storyline, integrating complex variables and Vyond animations, which reduced truck driver coupling accidents by 40%.
- Designed and developed a scenario-based compliance course with intricate branching paths to train employees on transshipping awareness, utilizing Articulate Storyline, Adobe Illustrator, and Photoshop.
- Pioneered the use of generative AI for corporate communications, producing AI-animated (Kling AI) and AI-scripted videos for a leadership summit to drive engagement and thematic understanding.

Learning Experience Designer *Power Design | 2020 - 2022*

- Conducted front-end needs analysis by co-developing a stakeholder intake form to align project scope and learning solutions with key business objectives.

- Designed and developed an interactive, scenario-based onboarding program with branching paths, reducing new employee time-to-proficiency in the construction bidding process by 55%. Built in Adobe Captivate with assets made in adobe illustrator and adobe photoshop.
- Produced an immersive 3D virtual tour of the on-campus best practices center, providing equitable access and a consistent, scalable experience for remote and globally distributed teams.

E-learning Developer *Saint Leo University | 2016 - 2020*

- Partnered with instructional designers, faculty, and management to design, develop, and implement engaging educational content and activities for a comprehensive online learning environment.
- Created interactive learning modules, instructional videos, and audio assets using Articulate Storyline and the Adobe Creative Cloud suite.
- Managed the full lifecycle of digital learning objects, including creation, HTML editing for course pages, and successful deployment within the university's LMS.

Education

Certificate in Online Learning - October 2025 *Duke Learning Innovation & Lifetime Education*

Certificate in Motion Design - 2016 *Mograph Mentor*

Bachelor of Fine Arts - 2004 *International Academy of Design and Technology, Tampa, FL*

Associate of Science in Graphic Design - 2001 *International Academy of Design and Technology, Tampa, FL*