

# Joe Owen

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## Education

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### Northern Illinois University

*Dekalb, IL*

MA IN INSTRUCTIONAL MEDIA DESIGN

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GPA: 4.0

### University of Houston

*Houston, TX*

BA IN ENGLISH LITERATURE,

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GPA: 3.9

## Work Experience

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### PRA Group

*Norfolk, VA (Remote)*

SENIOR INSTRUCTIONAL DESIGNER

*02/2022 – Present*

- Lead the modernization of PRA's global learning strategy by implementing AI-assisted design workflows, reducing content development time by 40%.
- Oversee course lifecycle management for 100+ eLearning modules using Rise 360, Storyline, and Vyond—ensuring ADA/508 compliance, SCORM/xAPI tracking, and data-driven evaluations.
- Partner with global leaders in Europe, Asia, and North America to localize and align compliance, legal, and professional development content.
- Created a learning analytics dashboard to measure engagement and training ROI, improving leadership visibility into learning outcomes.
- Coach and mentor junior designers in storyboarding, accessibility, and multimedia integration.

### ABC Supply

*Beloit, WI*

INSTRUCTIONAL DESIGNER

*01/2021 – 01/2022*

- Designed and developed 15+ interactive courses using Storyline and Rise 360, enhancing workforce readiness and retention.
- Implemented rapid eLearning templates and applied data-driven feedback to optimize usability and learner adoption.
- Collaborated with compliance teams to ensure training met FDA and SOP standards.

### Pfizer

*Lake Forest, IL*

INSTRUCTIONAL DESIGNER (EHS)

*06/2020 – 01/2021*

- Supported global L&D initiatives by developing technical training materials for internal applications and business processes.
- Implemented rapid eLearning templates and applied data-driven feedback to optimize usability and learner adoption.
- Collaborated with compliance teams to ensure training met FDA and SOP standards.

## Technical Skills

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**Articulate Storyline/Rise:** Expert

**Vyond (Animation):** Expert

**Camtasia (Video Editing):** Expert

**Adobe Illustrator & Photoshop:** Advanced

**AI Tools:** Expert