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Joe Schultz

Instructional Designer, eLearning & Multimedia Developer

Objectives

- Design focused, compelling eLearning courses, multimedia presentations and educational materials to help people comprehend complex concepts
- Create beautiful, thought-provoking, and entertaining art
- Provide creative leadership in order to maximize learning
- Quickly adapt to my client's evolving needs

Profile

- Over 20 years experience producing computer-based multimedia and web sites
- Over 30 years experience designing and producing audio and visual art
- Proficient at collaborating with other professionals
- Strong background in solving technical problems
- Able to quickly understand complex technical concepts
- Focused, detail-oriented, conscientious, organized, respectful, and reliable

Professional Experience

Co-Owner

2013-present

[portfolio](#)

JSL Creative Learning

Golden, CO

JSL Creative Learning creates a variety of adult learning experiences from engaging and entertaining eLearning to lively stand-up trainings to role-play and coaching using professional actors. Our founding members have decades of experience in online learning, instructor-lead training, and multimedia production. Clients include: Kaiser Permanente, DaVita, Children's Hospital Colorado, CH2M (now Jacobs), Colorado Secretary of State, and the University of Colorado.

- Co-founder and Co-owner
- Instructional Designer
- eLearning Developer
- Art Director
- Chief Multimedia Artist
- Operations Manager
- Oversee subcontractors
- Regularly collaborate with clients and executive decision-makers

eLearning & Multimedia Developer

1997-present

[portfolio](#)

Various Clients Nationally including: Kaiser Permanente, CISCO, Hewlett Packard, CH2M, University of Colorado at Denver and Energy Logic

- Design and implement eLearning courses including: layout, programming, illustration, audio production, video production, animation, and testing
- Create high-impact, animated graphics for PowerPoint sales and training presentations
- Develop websites for Photographers, Vacation Rentals, architects, physical therapists, and more
- Create 2-D and 3-D illustrations and animation
- Build 3-D computer-based simulations
- Produce computer-based multimedia presentations
- Design marketing materials

Instruction Designer /
Developer
2019

DaVita – Talent Department, Denver, CO

Designed and Developed training material to enable a major change initiative involving the entire company (60,000 employees). Worked with Talent team to design and implement a shift from a yearly evaluations to quarterly coaching conversations. Services included:

- Instructional Design
- eLearning Development
- Video Production
- Animation

Multimedia Consultant
2011

Kaiser Permanente – Patient Experience Department, Denver, CO

Developed a variety of printed and electronic materials to support various learning initiatives including: eLearning courses, educational job aids, animated PowerPoint presentations, video communications, and more; all materials were designed to help employees deliver healthcare services with greater compassion and empathy

Art Director

February 2002 to
February 2010

Video Professor, Lakewood, CO

Senior member of Production Department creating computer-based lessons on a wide variety of software applications and computer skills including Microsoft Office, Adobe Photoshop, eBay, Quicken, Online Travel, etc.

- **Art Direction** — Managed five graphic designers; developed design standards and production processes to maintain quality and consistency across a wide variety of products
- **Project Management** — Oversaw all aspects of lesson production including script development, graphic design, audio production, editing, and quality assurance
- **Graphic Design and Animation** — Designed graphics for software training presentations including 2-D animation, 3-D animation and 3-D modeling
- **Multimedia Development** — Optimized multimedia presentations for web delivery, assisted in online course programming, researched and ordered new software
- **Technical Writing** — Documented various processes including graphic production standards and quality assurance procedures; assisted in script development

Multimedia Programmer
1999 to 2002

Aegis Creative Communications, Littleton, CO

Lead multimedia programmer for various computer-based training (CBT) products, websites, and business presentations

- **Multimedia development** — Programmed various presentations from start to finish; wrote software instructions; researched new technologies and equipment
- **Internet development** — Programmed various websites and web-based training programs; optimized graphics and video for web delivery
- **Video and sound design** — Edited instructional videos including graphics, text, and sound; mixed multi-track digital audio; edited music and voice-overs

Technical Director / Actor Kaiser Permanente Educational Theatre Programs, Denver, CO
1987 to July 1999 Senior member of the Educational Theatre Department
creating learning presentations for all ages

- **Technical Direction** — Managed up to five employees in their technical theatre responsibilities, and budgets up to \$30,000; built sets, costumes, puppets and lighting for live theatrical productions and static displays; procured computer, audio-visual, and theatrical equipment; documented procedures for proper use of equipment
- **Printing, Graphic Design, and Video** — Coordinated printing of promotional materials; created original artwork for printed publications; produced promotional and training videos
- **Event coordination and facilitation** — Coordinated major events, including health fairs and traveling exhibits; conducted workshops about puppetry, technical theatre, communication, and conflict resolution
- **Live performance** — Performed in live touring productions for children, teens, and young adults

Education

Masters of Arts

University of Colorado at Denver

Major — Information and Learning Technologies
Option — eLearning Design and Implementation

Certificate: Designing
eLearning Environments

University of Colorado at Denver

School of Education and Human Development

Bachelor of Fine Arts

University of Colorado at Boulder

Major — Theater

Continuing Education

Red Rocks Community College, Lakewood, CO

Multimedia development, graphics and animation technology,
web design, and video production

Arapahoe Community College, Littleton, CO

Graphic design

University of Colorado at Denver

Drawing

Computer Skills Summary

Software

Adobe Creative Suite — Captivate, Photoshop, Illustrator, Premiere, Director, Flash, Dreamweaver, Acrobat, Audition
Other — Articulate Storyline, 3-D Studio MAX, Camtasia, Poser, VideoScribe, Microsoft Office Suite

Social Media Platforms

Google, Facebook, Twitter

Programming Languages

HTML, CSS, Javascript, Flash ActionScript

Web-based Technologies

YouTube, Vimeo, Drupal, WordPress, Basecamp

Awards

2013 Summit Seeker

*Kaiser Permanente
Colorado Region*

2006 Aurora Awards

International

2004 Aurora Awards

International

1999-2000 STC Publication, Art, & Online Competition

Rocky Mountain Chapter

Service Award

Video teaching employees about Kaiser Permanente
deducible healthcare plans

Platinum (Best of Show) Award - Technology and Computer Training Category

Video Professor Lesson on eBay

Gold Award - Technology and Computer Training Category

Video Professor Lesson on Adobe Photoshop

Distinguished Award - Society for Technical Communication - Online Tutorials / Training Category

Taking Control of Depression: Understanding and
Managing the Disease, a patient education CBT developed
for the VA

Affiliations

- Association for Talent Development (ATD)
- Denver Metro E-Learning Developers (DMELD)
- Harmony Village Cohousing Community
- American Red Cross

Interests

- Renewable energy and energy efficiency
- Mountain biking
- Puzzles and games
- International travel
- Home improvement