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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 28 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 CH2M and Kaiser Permanente.

- 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

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; created templates for new graphic and animation production; made hiring recommendations for prospective Graphic Designers, and trained new employees
- **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 to be delivered on CD-ROM and over the Internet 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; optimized graphics, audio, and video for CD-ROM playback; wrote software instructions; research new technologies and equipment and made equipment purchasing recommendations; tracked software defects
- **Internet development** — Programmed various websites and web-based training programs; optimized graphics and video for web delivery; performed website maintenance; tutored clients in HTML editing
- **Video and sound design** — Edited instructional videos (nonlinear) including graphics, text, and sound; mixed multi-track digital audio; edited music and voice-overs, oversaw audio production

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

- 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