JORDAN ENGELKE

SENIOR INSTRUCTIONAL DESIGNER, M.A., M.B.A.

ABOUT ME

With a decade of expertise in instructional design, user-centered research, and adult learning, I specialize in developing inclusive, research-driven learning experiences that deliver outstanding results across various modalities. Leveraging evidence-based pedagogical strategies and advanced technologies, I cultivate a culture of continuous learning and collaboration, ensuring learners remain engaged and supported in corporate and educational settings.

CONTACT

701-219-6207

JordanEngelke@gmail.com

www.JordanEngelke.com

LinkedIn.com/in/Jordan-Engelke

Nashville, TN

PROFESSIONAL EXPERIENCE

SENIOR INSTRUCTIONAL DESIGNER   FEB 2022–FEB 2023
VIDMOB, REMOTE

- Conducted learner-centered user research, translating insights into highly engaging learning experiences
- Developed interactive courses that achieved a 4000% increase in course completions by conducting needs analyses
- Created a full library of course materials for all 5 product offerings within 60 days by using ADDIE/SAM and Agile development processes
- Translated complex artificial intelligence concepts for SaaS products into simplified courses used by leading companies including Johnson & Johnson, Adobe, and the NFL
- Successfully launched email communications initiative to increase feature adoption, resulting in record-breaking open and click-through rates, by collaborating with Product and Engineering teams

INSTRUCTIONAL DESIGNER   JUL 2020–FEB 2022
PEDAGO, REMOTE

- Wrote, researched, and published 5 interactive courses in first year at a leading edtech company, including exercises, tutorials, and assessments
- Developed graduate-level courses on Bias in Artificial Intelligence; Business & Employment Law; and Diversity, Equity, & Inclusion in the Workplace
- Leveraged user research to design audience-appropriate, engaging content

SENIOR PROJECT MANAGER   JUL 2019–JUL 2020
INSTITUTE FOR INTERGOVERNMENTAL RESEARCH, TALLAHASSEE

- Created an interactive, online certification program for 250+ US Dept. of Justice employees on federal information sharing regulations
- Conducted research, wrote 150-page reports of researched recommendations for DOJ technology enhancements
- Successfully managed complex initiatives, coordinated with multiple cross-functional teams, and effectively managed stakeholder relationships

COMMUNICATIONS MANAGER   JUL 2017–JUL 2019
DIVERSE COMPUTING, TALLAHASSEE

- Managed all internal and external communications and content development, from press releases to software manuals
- Transformed hiring, recruiting, and onboarding processes to increase workplace diversity by 80% and intern retention by 38%
- Led the full redesign and migration of the corporate website, creating 20 pages of content

ADJUNCT ENGLISH PROFESSOR   JAN 2016-DEC 2018
TALLAHASSEE COMMUNITY COLLEGE, WASHINGTON STATE UNIVERSITY

- Won two university-wide Instructor Excellence awards for delivering engaging course materials and standing up an open-source library of educational assets
- Developed curriculum and taught 6 sections of English 101, applying user-centered design principles to create engaging course materials

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) — QUANTIC SCHOOL OF BUSINESS & TECHNOLOGY

MASTER OF ARTS, LITERATURE (M.A.) — WASHINGTON STATE UNIVERSITY
President of English Graduate Organization | Vice President of Graduate Pride Alliance | Founder of Graduate Student Professionalization Committee | Thesis: Intersectional Instructional Design for Digital Technology

BACHELOR OF ARTS, ENGLISH (B.A.) — NORTH DAKOTA STATE UNIVERSITY
Minors: Women & Gender Studies, Spanish | US Dept. of Education McNair Scholars Fellow for Underrepresented Students | Thesis: Instructional Design in the Literature Classroom

SKILLS & TOOLS

INSTRUCTIONAL DESIGN
- Blackboard
- Intellum
- Evolve
- Canvas
- Articulate Storyline
- Camtasia
- Audacity

BEGINNER PROGRAMMING
- Python
- SQL
- HTML/CSS
- JavaScript

UX RESEARCH
- Exploratory interviews
- Concept testing
- Usability testing
- Survey design & analysis

PROJECT MANAGEMENT
- Agile
- Jira
- Trello
- Confluence
- Aha
- Monday
- Excel

LANGUAGES
- Intermediate Spanish
- Native English

SOFTWARE & PLATFORMS
- MacOS
- Microsoft Office Suite
- Google Workspace
- Microsoft Teams
- Zoom
- Slack