

# JOSEPH ANDREW SCHELB II

Senior eLearning Developer & Instructional Designer | Learning Design Professional

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## PROFESSIONAL SUMMARY

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Senior eLearning Developer and Instructional Designer with 17+ years building enterprise-grade curriculum at scale for clients in healthcare, manufacturing, and federal contracting. Expert-level Articulate Storyline 360 practitioner (10+ years) with fluency in Agile ADDIE, ADDIE, SAM, Adult Learning Theory, Action Mapping, and Kirkpatrick's Four Levels of Evaluation. An active GenAI practitioner who cut module development time by 50% through AI-assisted voiceover, scriptwriting, and localization workflows. Has designed 180+ modules reaching tens of thousands of learners globally across 15 enterprise clients — including the U.S. Air Force, Monsanto, Cargill, and Caterpillar.

**Select Enterprise Clients:** U.S. Air Force · Caterpillar · Cargill · Monsanto

## CORE COMPETENCIES & TOOLS

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**Instructional Design:** Agile ADDIE · ADDIE · SAM · Adult Learning Theory · Action Mapping (Cathy Moore) · Needs Analysis · Blended Learning

**Learning Measurement:** Kirkpatrick's Four Levels of Evaluation · Learning Analytics · KPI Alignment · Behavior Change Measurement · Assessment Design

**Authoring & LMS:** Articulate 360 (Storyline & Rise, 10+ yrs) · Adobe Captivate · JavaScript Completion Tracking · HTML5 Publishing · LMS Administration · QA & Version Control

**Multimedia Production:** Adobe Photoshop · Adobe Audition · Adobe Express · DaVinci Resolve · Camtasia · Snagit · Whiteboard Animation

**GenAI & Productivity:** ChatGPT · Google Gemini · ElevenLabs · DeepL · AI-Assisted Scriptwriting & Localization · Microsoft Office 365

**Professional Skills:** Stakeholder Consulting · Influence Without Authority · SME Collaboration · Skilling Roadmap Development · Project & Scope Management

**Content Areas:** Lean · Six Sigma · Project Management · Leadership Development · Shingo Model

## PROFESSIONAL EXPERIENCE

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### Senior eLearning Developer & Instructional Designer

*OpusWorks / The Quality Group • November 2008 – April 2026 (Contract November 2008 – February 2009; Full-Time February 2009 – April 2026)*

- Designed, developed, and contributed to 180+ training modules across Lean, Six Sigma, Project Management, Leadership, and Shingo curricula for 15 enterprise clients — including the U.S. Air Force, Monsanto, Cargill, and Caterpillar — reaching tens of thousands of learners globally.
- Built complex custom interactions, scenario-based branching, software simulations, and JavaScript-tracked assessments in Articulate Storyline 360 (10+ years); played a key role in evaluating and

selecting Storyline as the team's authoring platform when Adobe Flash was discontinued, testing it head-to-head against Adobe Captivate before recommending adoption.

- Drove AI tool adoption across the development workflow — introducing Murf for AI voiceover and leveraging Articulate Storyline's built-in ElevenLabs integration — reducing module development time by approximately 50% (from 2–4 weeks down to 1–2 weeks per module).
- Designed end-to-end blended learning programs across eLearning, ILT, VILT, microlearning, and performance support — applying Agile ADDIE, ADDIE, and SAM to match the right approach to each project — and measured effectiveness using Kirkpatrick's Four Levels from learner satisfaction through business outcome metrics.
- Partnered with Tech leaders, SMEs, and cross-functional stakeholders using a consultative approach to conduct needs analysis, identify skilling gaps, and align learning strategies to business objectives across healthcare and manufacturing clients.
- Managed end-to-end localization of approximately 90 training modules into Spanish, Brazilian Portuguese, and Mandarin — overseeing translation quality, cultural adaptation, and AI-assisted production using DeepL for clients including Cargill and Monsanto.
- Managed full LMS content lifecycle — uploading, HTML5 publishing, JavaScript-based tracking configuration, version control, and troubleshooting — delivering rapid content corrections in minutes to hours to ensure seamless learner experiences and accurate compliance tracking.
- Served as the team's primary technology scout and informal Storyline mentor — identifying and piloting emerging tools, developing internal LMS documentation, and building teammate capability alongside content.

### **Chef Manager**

*Eurest Dining • August 2003 – October 2008*

- Rapidly promoted from Line Cook to Chef Manager within two years; managed full café operations at Duke Energy's call center, feeding 300–500 employees daily, including surges during major regional power outages when the facility operated around the clock.
- Transferred in 2007 to lead all food operations at Tyco/Scott Safety's 550-person manufacturing facility, serving simultaneously as Chef Manager, Executive Chef, Catering Director, and on-site catering delivery — managing menu planning, staffing, and event catering end-to-end.

### **PROJECTS, CERTIFICATIONS & EDUCATION**

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**Certifications:** Instructional Design Foundations and Applications – University of Illinois Urbana-Champaign, via Coursera (2025)

**Education:** Associate of Science in Culinary Arts – The School of Culinary Arts, The Art Institute of Houston, Houston, TX (1997)