

GLEN SIMPSON

Instructional Designer | eLearning & Video-Based Training | Articulate Storyline & Rise | AI-Assisted Design

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SUMMARY

Instructional designer with 6+ years building eLearning, instructional video, job aids, and instructor-led training for adult and K-12 audiences, and over a decade of designing curriculum and instruction. Turns technical content from subject matter experts into clear, practical training, from needs analysis through final sign-off, and builds the templates and standards that keep large content libraries consistent. Builds adult training in Articulate Storyline 360 and Rise 360, and K-12 courses in proprietary authoring tools.

HIGHLIGHTS

- Co-created course templates now built into StrongMind's course tool and used by 15–20 designers.
- Co-developed a video framework behind 100+ instructional videos; still the company standard.
- Cut script revision rounds from 3–4 to typically one for 30–40 offshore content developers.
- Built safety training for new manufacturing employees and a project management course for supervisors.
- One of four experts selected to evaluate the quality of StrongMind's AI-generated curriculum.

SKILLS

Instructional design: ADDIE, adult learning principles, needs analysis, learning objectives, storyboarding, scriptwriting, eLearning, instructor-led and virtual training (ILT/VILT), job aids, assessments and rubrics

Technology: Articulate Storyline 360 and Rise 360, SCORM, LMS publishing, DaVinci Resolve, Premiere Pro, Microsoft 365, SharePoint, Google Workspace, Jira, Confluence, Bynder

AI tools: ChatGPT (custom GPTs, projects, plugins), Claude and Claude Code, Gemini and Gems, Cursor, Windsurf/Devin, Antigravity

Quality and collaboration: WCAG accessibility, design reviews and QA, style guides and templates, SME interviews and review cycles, agile and waterfall projects

PROFESSIONAL EXPERIENCE

Instructional Designer / Owner | GS Professional Consulting LLC (remote)

2022 – Present

- Build custom training for trade associations, from needs analysis and performance gaps to final SME sign-off.
- Build interactive eLearning in Articulate Storyline 360 and Rise 360, including scenario-based activities.
- Develop safety training for new employees in rubber products manufacturing.
- Develop a project management crash course for managers and supervisors, with a certified PM as SME.
- Designed a project-based video course for print journalists (Arizona Newspapers Association).
- Create ILT slide decks, facilitator guides, job aids, and learner feedback surveys.
- Script, storyboard, record voiceovers, and edit instructional video for client courses.
- Publish courses as SCORM packages, support clients' LMS setup, and check work against WCAG.

Instructional Designer | StrongMind, K-12 EdTech (remote)

2020 – Present

- Supported 30–40 middle and high school math, science, and ASL courses as designer, SME, and author.
- Shaped StrongMind's AI course development platform through weekly user testing with its engineers.
- Selected for an executive-sponsored project reviewing all math objectives for a learning object repository.
- Helped develop the prompts still used to AI-generate content, assessment items, and media ideas.
- Designed candidate work samples and rubrics, interviewed, and recommended hires for content developer roles.
- Trained and supported new instructional designers and content developers on processes and systems.
- Math and science SME: wrote content, designed interactives, created instructional media, fixed errors.
- Reviewed scripts, voiceovers, and animations for accuracy; helped write the instructional style guide.
- Only non-manager in an engineer-led cohort using Cursor to code and ship course-tool updates.

Physics Teacher | North Dallas High School, Dallas ISD

2018 – 2019

- Developed curriculum aligned to Texas and national standards with clear, measurable objectives.
- Wrote formative and summative assessments and used the results to adjust instruction.

Physics Teacher | Marana High School, Marana Unified School District

2014 – 2018

- Developed curricula for multiple physics courses aligned with Arizona and College Board standards, adopted district-wide.
- Designed the district's AP Physics 1 curriculum in first year of teaching, when the College Board retired AP Physics B.
- Built the district's AP Physics 2 curriculum; approved by the Marana USD School Board.
- Trained fellow teachers on Google Classroom and newly adopted district technology.
- Started and coached the school's FIRST Robotics team.
- Co-launched the school's first science fair in partnership with SARSEF.
- Taught Conceptual, Honors, and AP Physics with accommodations for 504, IEP, and English learner students.

Student Teacher and Teaching Intern | Mesa Public Schools

2013 – 2014

- Planned and taught physics, chemistry, and 8th grade science units under mentor teachers.

Professional Services Associate | Synegy

2010 – 2012

- Built the commission compensation tool for GE's global Energy Distribution division.
- Planned, built, tested, and supported compensation programs as part of the GE client team.
- Designed, tested, and documented process changes, then communicated them to clients and the team.
- Coordinated with teams in Pune, India and Bucharest, Romania to deliver 24/7 client support.

Private Math and Physics Tutor | Self-employed

2006 – 2010

- Tutored college students in math and physics, adapting to each learner's needs.

SELECTED PROJECTS

- Scriptwriting workshop (StrongMind): analyzed real scripts to find the biggest problems, then led a 60-minute live Zoom workshop with breakouts and exemplars. Revisions dropped from 3–4 rounds to typically one.
- Video production course for journalists: learners build their own news video step by step, graded by their supervisors with custom rubrics. Also produced the course's promotional video.
- Project management for non-project-managers: crash course for manufacturing managers and supervisors, built with a CAPM- and Google-certified project manager.
- Public GPTs: Adult Instructional Design GPT (4.3 rating from 700+ conversations) and Student Learning Objectives GPT (5.0 rating from 100+).
- Storyline 360 + ChatGPT simulator: learners practice hard conversations with an AI employee whose body language responds (JavaScript, OpenAI API).
- Storyline 360 branching scenario for new managers, based on the Crucial Conversations framework.

Portfolio: glensimpson.com/instructional-design-portfolio

EDUCATION

Master of Education, Secondary Education | Arizona State University | 4.0 GPA

2014

- Completed in 14 months, including a full year of student teaching.
- Coursework: secondary curriculum development, teaching science with technology, inclusive practices for diverse learners, content-area literacy, English learner methods.

Bachelor of Science in Mathematics, minor in Physics | University of Arizona

2010

- Began in electrical engineering; coursework includes C/C++ programming, linear algebra, real analysis, quantum theory, and optics.