



JASON CENTERS

MULTIMEDIA AND LEARNING DEVELOPER

As a seasoned learning professional with a unique creative flair, I am on a mission to drive the impact of design in educational media. With 14 years of experience, I've earned recognition for crafting innovative and engaging content that bridges gaps between enablement, marketing, consulting, and creative services.

Let's team up to bring fresh perspectives, drive engagement, and create memorable learning experiences together.

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Work Experience

USAA

Contracted by Yoh Services, LLC

Senior Instructional Designer

July 2023 - Present

As an instructional designer at USAA Insurance, I specialize in developing eLearning content, custom graphics, animations, and interactive materials for insurance representatives. Using Articulate Storyline and Adobe Creative Cloud, I focus on creating visually engaging training resources while improving efficiency, quality, and consistency.

- Developed engaging eLearning modules for insurance representatives, incorporating multimedia elements such as custom graphics, animations, and interactive interactions
- Leveraged Articulate Storyline, Rise, and Adobe Creative Cloud to create novel interactive learning experiences, including custom, media-rich learning games
- Designed custom graphics and animations to enhance the visual appeal and comprehension of the learning materials
- Created graphically rich learning journey maps for insurance representatives to chart their progress and provide ongoing reference material

USAA's mission is to facilitate the financial security of its members, specifically serving current and former members of the U.S. military and their families. They aim to provide exceptional insurance, banking, investment, and retirement products and services that meet the unique needs of their member community.

Amazon Web Services

Worldwide Field Enablement

Amazon Web Services (AWS) is a cloud-based computing platform that offers a wide range of services designed to help businesses access scalable and cost-effective computing resources without having to invest in expensive hardware or infrastructure.

Multimedia Experience Designer

July 2021 – April 2023

As a Multimedia and Learning Experience Designer at AWS, I created animated visual content using digital software such as Adobe Illustrator, After Effects, and Premiere Pro. Working in an agile production environment, I leveraged various mediums such as video, animation, and print to create engaging enablement content for the AWS sales force.

HIGHLIGHTS AND ACCOMPLISHMENTS

- Produced roughly 40 high-quality videos in a single year, including product demos, promotional videos, and explainers
- Performed full-stack instructional media development, including consultation, writing, design, development, publishing, and performance metrics
- Developed a modular method of video production for software demos, enabling quick and easy revisions on existing content and in-progress in an agile development environment
- Increased average views of enablement video content by 800%
- Developed a consultation practice to help clients to articulate their goals and objectives for each media project, capture requirements and style preferences, and distill a plan of action

Right Factor Consulting Group

Program Integration Lifecycle Support (PILS)

Right Factor Consulting Group is a leader in Electronic Health Record systems implementation and support and partners with federal, state, and commercial health systems to develop and drive comprehensive change management programs.

Instructional Media Consultant

October 2019 – July 2021

As an Instructional Media Consultant for Right Factor, I worked directly with the US Defense Health Agency to design and develop eLearning and instructional videos for a range of change management efforts. In this role, I augmented my field-tested and repeatable design methodologies with ingenuity and flair, continuously shifting perceptions of what is possible.

HIGHLIGHTS AND ACCOMPLISHMENTS

- Designed eye-catching and fully customized eLearning modules for medical facility support staff using Adobe Captivate and Creative Cloud
- Using Adobe Creative Cloud, developed an agile process for delivering 21 high-quality how-to videos in support of a new software application launch—many of which were developed without access to the product itself, but rather a prototype of my own construction
- Took ownership of the PROCR MOTION eLearning project, working proactively with the government stakeholder to resolve technical and design issues using Adobe Captivate and JavaScript

Manager of Learning & Development

June 2018 - August 2019

As the Manager of Learning & Development for an organization in the process of reinventing itself, I led a remote team of eight instructional designers, media artists, and technologists through a comprehensive realignment of the organization's learning strategy. My chief responsibility was to ensure that each member of my team had the support necessary to deliver excellence for DFIN and its 3,000 employees.

HIGHLIGHTS AND ACCOMPLISHMENTS

- Launched a sweeping change management campaign for our subject matter expert community, preparing each SME for L&D's strategic realignment and coaching them to develop learning content development independently based on their needs
- Refreshed and streamlined an outdated corporate compliance offering, reducing the typical annual time investment per employee from four hours to one hour while also enhancing learning content in Adobe Captivate to be more interactive, relevant, and impactful
- Amid a monumental shift learning strategy and with minimal resources, led a full learning management system migration on an accelerated, 60-day deadline

Creative Lead - Learning & Development

January 2016 - June 2018

As Creative Lead, I was responsible for the creative strategy and design excellence of the growing Learning & Development team. As the team's work was becoming increasingly customer-facing, my focus on quality was essential to ensuring L&D's stewardship of the Donnelley brand.

HIGHLIGHTS AND ACCOMPLISHMENTS

- Established a culture of quality through coaching, formalized guidelines, iterative design processes, and rigorous review, keeping standards high amid record output while pushing the boundaries of what Adobe Captivate can do
- Established a contemporary design methodology and creative standards for all media assets, which cut development time in half while leveraging the flexibility of Adobe Captivate to produce higher-quality content
- Launched a massive technical skills eLearning program for a global online audience, which paired an ambitious creative concept with mold-breaking interactive videos in Adobe Captivate and led to record-breaking learner engagement and satisfaction scores

Instructional Media Designer - Learning & Development

May 2010 - December 2015

For RR Donnelley, deep industry knowledge was a key market differentiator. As an individual contributor to the L&D team, I partnered with a talented group of instructional designers to create distinctive learning content that kept our employees sharp and maintained our status as peerless industry experts.

HIGHLIGHTS AND ACHIEVEMENTS

- Created novel, head-turning designs using Adobe Captivate and Articulate Storyline, which raised the profile of the L&D team and led to an expansion of its role at RR Donnelley
- Raised the bar for Adobe Captivate production, leading the department out of the age of click-to-advance eLearning and into to an era of immersion and engagement
- Commissioned by the marketing department to produce promotional videos, sales demos, and educational marketing virtual events for RR Donnelley products and services, which contributed to increased brand visibility, steady sales growth, and a boost in salesforce readiness

Education

BA in Digital Media

Arizona State University | 2005-2007

Graduate Coursework in Education

Arizona State University | 2009-2010

SKILLS

Digital Media
Graphic Design
Instructional Design
Creative/Art Direction
Video & Motion
eLearning
Adobe Captivate
Articulate Storyline
Adobe Photoshop

Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe After Effects
Adobe Premiere Pro
Adobe Audition
Blender
HTML
CSS

JavaScript/jQuery
Tableau Public
SCORMCloud
SabaCloud LMS
SuccessFactors LMS
MindTickle
SharePoint
QuickSight
XWiki

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