JULIAN MERCER

INSTRUCTIONAL DESIGNER

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PROFESSIONAL SUMMARY

Instructional Designer with 7+ years building online courses and e-learning for Western Governors University, Pearson, and Arizona State University. Uses learning objectives, storyboarding, and data to raise completion and assessment results.

PROFESSIONAL EXPERIENCE

Senior Instructional Designer Feb 2024 - Present
Western Governors University, Salt Lake City, UT

- Lead design of six competency-based courses a year with faculty, using backward design that raised first-attempt assessment pass rates from 62% to 74%.
- Built a course template and review checklist adopted by nine designers, which cut development time per course by about three weeks.
- Mentor two designers on storyboarding and accessibility reviews, and both now lead their own course projects.

Instructional Designer Jan 2022 - Jan 2024

- Developed interactive modules in Articulate Storyline and Rise for business courses, reaching about 4,000 learners a term.
- Aligned objectives, activities, and assessments in a mapping document that removed unmeasured outcomes from 14 courses.
- Made course materials WCAG compliant with captions and alt text, and cleared accessibility audits with no major findings.

Learning Experience Designer Jul 2020 - Dec 2021
Pearson, New York, NY

- Wrote and storyboarded digital lessons and practice activities for a higher-education math product line used in 60 colleges.
- Ran learner testing with 25 students and revised unclear activities, lifting practice completion from 55% to 70%.
- Partnered with subject experts and editors to deliver 80 lessons on a fixed schedule with minimal revision rounds.
- Tracked feedback in a shared log and closed about 200 content issues before each release.

Course Developer Jul 2019 - Jun 2020
Arizona State University, Tempe, AZ

- Converted five face-to-face courses to online delivery in Canvas with faculty, keeping student satisfaction at 4.3 out of 5.
- Recorded and edited short lecture videos with Camtasia and added quizzes that improved weekly engagement by about 20%.
- Trained 30 instructors on Canvas tools in workshops and follow-up office hours.
- Maintained a style guide for course pages that sped up peer reviews across the department.

CORE SKILLS

Instructional design | E-learning development | Storyboarding | Articulate Storyline | Articulate Rise | Canvas LMS | Backward design | ADDIE | Learning analytics | Accessibility WCAG | Camtasia | Assessment design | SME collaboration | Needs analysis

EDUCATION

M.Ed. in Instructional Design and Technology, Boise State University, Boise, ID

CERTIFICATIONS

Quality Matters Applying the QM Rubric | Certified Professional in Talent Development (CPTD)