

# J. Clark Gardner

208.881.1308 • [jclarkgardner@gmail.com](mailto:jclarkgardner@gmail.com) • [www.jclarkgardner.com](http://www.jclarkgardner.com) • Boston, MA

## PROFESSIONAL SUMMARY

Innovative Senior Instructional Designer and Multimedia Specialist with over a decade of experience designing and developing engaging online and blended learning experiences. Adept at creating visually compelling digital content—from interactive eLearning modules and animated videos to comprehensive multimedia learning assets—using industry-standard tools such as Camtasia, Articulate, VYOND, and the Adobe Creative Suite. Proven leader with a track record of collaborating with faculty, subject matter experts, and production teams to deliver high-quality, accessible educational programs. Recognized for a popular web video series on the ADDIE process and for mentoring emerging instructional designers.

---

## CORE COMPETENCIES

- **Multimedia Production:** Storyboarding, video editing, animation, and graphic design using Camtasia, VYOND, Adobe Premiere Pro, Photoshop, and Canva
  - **eLearning Design & Development:** Course creation in Canvas, Articulate Storyline, Rise360, and Captivate; designing interactive modules and simulations
  - **Instructional Design & Pedagogy:** Application of ADDIE, backwards design, and adult learning principles to create learner-centered curricula
  - **Project & Team Leadership:** Managing end-to-end course development, mentoring junior designers, and coordinating with cross-functional teams
  - **Technical Consultation:** Collaborating with SMEs and faculty to integrate learning technologies and ensure accessibility compliance
- 

## PROFESSIONAL EXPERIENCE

### Cambridge College, Boston, MA

*eLearning Designer* (2022 – 2024)

- Storyboarded, designed, and published multimedia learning assets using Camtasia and Articulate, creating interactive modules for both graduate and undergraduate courses in Canvas.
- Conducted comprehensive needs analyses and provided targeted pedagogical consultations to subject matter experts, ensuring digital learning solutions met high instructional standards.

- Developed detailed course maps and storyboards that supported a seamless, learner-centered online experience.

### **Boston College, Boston, MA**

*Instructional Designer (2020 – 2021)*

- Collaborated with faculty and media partners to design and implement graduate-level courses within Canvas, producing visually appealing course graphics with Photoshop and Canva.
- Developed clear learning objectives and comprehensive course maps in partnership with SMEs, enhancing course structure and student engagement.

### **Simmons University, Boston, MA**

*Senior Instructional Designer (2013 – 2020)*

- Led the development and delivery of onboarding courses for new subject matter experts, ensuring smooth transitions into online and digital learning environments.
- Designed and taught a video production course for faculty and students, producing animated learning videos with VYOND and Camtasia that enhanced multimedia instruction.
- Supervised and mentored student production staff and entry-level instructional designers, fostering a collaborative team culture and elevating overall content quality.
- Developed and maintained a popular web video series on the ADDIE process, garnering significant positive feedback and establishing a reputation for accessible and effective instructional design.

### **Babson College, Babson Park, MA**

*Instructional Designer (2012)*

- Provided hands-on training and documentation for learning technologies while collaborating with faculty to design, implement, and revise eLearning solutions.
- Produced detailed storyboards, scripts, and video learning assets that contributed to the development of innovative online courses.

### **Melaleuca Inc, Idaho Falls, ID**

*Copywriter / Media Developer (2007 – 2012)*

- Designed and developed training curricula and interactive materials, including storyboards, video scripts, and consumer commercials, ensuring consistent messaging and high production quality.
  - Edited internal training videos and consumer commercials, contributing to enhanced training effectiveness and brand consistency.
-

## EDUCATION

**George Washington University, Washington, D.C.**

Master's Degree in Educational Technology Leadership

**University of Utah, Salt Lake City, UT**

Bachelor's Degree in English Literature

---

## TECHNICAL SKILLS

- **eLearning Tools:** Canvas, Articulate Storyline & Rise360, Captivate
- **Multimedia & Design:** Camtasia, VYOND, Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator), Canva
- **Other:** Microsoft 365, Learning Management Systems, Quality Assurance, Storyboarding & Scripting