
INSTRUCTIONAL DESIGN

Specializes in scenario-based and simulation-driven learning experiences across healthcare, education, and public sector domains. Experienced in designing interactive, performance-focused training that translates complex concepts into engaging, real-world applications. Skilled in needs analysis, learning objective development, assessment design, and stakeholder collaboration, with a strong foundation in learning theory and instructional frameworks.

KEY SKILLS

- Scenario-based and branching path learning design.
- Needs analysis and learning objective development.
- Assessment strategy and performance measurement (diagnostic, formative, summative).
- Stakeholder and SME collaboration.
- LMS integration and reporting alignment.
- Articulate Storyline 360 (portfolio: <https://bit.ly/4dz4J8p>).

2006-2017 (client/project-based): Kognito Solutions

Designed and authored a series of award-winning game-based role-play training simulations, focused on building learner knowledge, empathy, and competence to improve real-world performance in the fields of mental health and job training.

- Conducted needs analyses and defined learning objectives, performance outcomes, and assessment strategies in collaboration with SMEs to improve learner engagement and drive measurable behavioral outcomes.
- Designed branching, scenario-based learning experiences to simulate real-world decision-making and reinforce behavioral change that develops practical skill application.
- Structured learning solutions using established frameworks such as Bloom's Taxonomy and the Kirkpatrick Model.
- Worked with developers and LMS teams to ensure alignment between instructional design, technical implementation, and reporting.

Notable Projects:

- ***Practice Exposure Therapy (Lead Instructional & Narrative Designer):*** Web-based, role-play simulation for mental health professionals interested in learning the foundations of exposure therapy, a CBT-based method for treating PTSD.
- ***Meet Officer Roberts (Lead Instructional & Narrative Designer):*** Award-winning police leadership training simulation, funded by John Jay Criminal College to prepare sergeants-in-training to effectively manage difficult feedback conversations with underperforming officers.
- ***Together Strong (Writer):*** Web-based, role-play simulation focused on teaching student veterans how to identify when other student veterans are at risk of self-harm, and how to lead effective conversations that motivate them to seek help. Light gamification mechanics were applied to improve engagement. Developed for the Veterans Affairs of NY/NJ.
- ***Do the Right Thing (Instructional Designer & Writer):*** Web-based, role-play simulation designed to teach convenience store owners and workers how to effectively enforce tobacco sales compliance. Developed for the CT Department of Mental Health & Addiction Services.
- ***Operation Reach (Lead Instructional Game Designer & Writer):*** Mobile role playing game designed to help kids understand the role and importance of resilience and stress management in their everyday lives. Developed in collaboration with the Boys & Girls Clubs of America.
- ***Hurricane Preparedness (Lead Instructional Designer & Writer):*** Four hour two-part training for hurricane shelter managers to develop critical crisis management skills. Developed for the NYC Office of Emergency Management (OEM).

2005-2014 (client/project-based): SciMedMedia

Designed simulation-based learning experiences to support clinical education and decision-making for healthcare professionals.

- **Virtual Doctor's Office:** Lead designer and writer on a series of immersive, conversation-driven simulations for physicians to earn their annually required CME credits.
- **OBI Training Suite:** Lead designer on a suite of simulation- and game-based training tools targeting interpersonal and critical thinking skills. Specific games included a story-based tool to understand and develop decision trees, and a turn-based activity providing a model for influence expansion in a closed system.

CURRENT & DEVELOPING SKILLS: Articulate Storyline & Rise 360, Camtasia, Applied generative AI in learning design workflows, LMS integration and reporting (SCORM/xAPI), Unreal Engine, LUA, Twine.

QUALITY ASSURANCE & DIGITAL LEARNING EXPERIENCE

2017-2025: FCB Health: Senior Software QA Analyst

- Collaborated with cross-functional teams to identify usability issues, evaluate user experience, and ensure alignment between product functionality and user needs.
- Contributed to the development and validation of interactive training and digital learning tools, ensuring fidelity, clarity, and effectiveness of user-facing content.
- Worked closely with stakeholders to interpret requirements and ensure deliverables met both technical and end-user expectations.

2014-2016: Hispanic Information and Telecommunications Network (HITN): QA Lead

2007-2008: SciMedMedia: QA Lead/Manager

2002-2003: Fisher Price: QA Lead

1995-1997: Acclaim Ent.: QA Tester/Analyst

1988-1989: Nintendo of America: Game Counselor

GAME DESIGN

2012-Present: Creative Foundry Games: Owner, Inventor

- Designed award-winning games, including KerFlip! (which won *Mensa Select* and *Games Magazine's Game of the Year*), PickleLetter, and Monkey In The Middle.
- Applied principles of user engagement, feedback systems, and interactive decision-making to create compelling player experiences.
- Developed scalable systems that adapt to different user skill levels and learning curves.

EDUCATION

MS IN EDUCATIONAL TECHNOLOGY: 1999: GPA 3.87: Dept. of Technology and Society. SUNY Stony Brook.

- **Thesis:** *The Learning Imperative:* An examination of the relationships that exist among curiosity, evolution, learning, and technological innovation, and the challenges that humankind faces on the brink of critical mass.
- **Project:** *GridBlaster:* Proof of concept educational game, programmed in Java, that introduces and reinforces the concept of coordinate pairs to children several years ahead of curriculum guidelines.
- **Focus:** Study and application of learning frameworks (Bloom, Kirpatrick, Kolb, Malone) to instructional environments.

BS IN ANTHROPOLOGY: 1994: GPA 3.25: Dept. of Social and Behavioral Sciences. SUNY Stony Brook.

- **Foci:** Studied human evolution, zooarchaeology, ethnography, and primatology; participated in the excavation of a late Bronze Age palace.

INTERMEDIATE LINGUIST CERTIFICATION IN RUSSIAN: 1991: U.S. Army Reserve, Defense Language Institute Foreign Language Center (DLIFLC). Presidio of Monterey, CA.

- **Focus:** 47-week military Russian Language course; graduated with honors from post-language training center.