

BENJAMIN RAY BROGDON

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CAREER SUMMARY

Versatile and detail-oriented professional with proven expertise in crafting immersive and impactful learning experiences and compelling content. Skilled in conceptualizing, designing, and developing impactful training solutions that resonate with learners and drive measurable outcomes. Adept at elevating learning initiatives and leveraging comprehensive skillset to foster collaboration, enhance learning effectiveness, and deliver tangible value to organizations. Proficient in leveraging cutting-edge technologies and instructional methodologies to create engaging simulations and instructional content. Proven track record of translating complex concepts into digestible learning materials.

PORTFOLIO LINKS

- [Portfolio \(complete\)](#)
- [Online course link](#)
- [Interactive video link](#)
- [Simulation link](#)

CORE COMPETENCIES

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|-------------------------------------|------------------------------|----------------------------|
| • Learning Experience Design | • Gamification & Engagement | • Technical Writing |
| • Instructional Content Development | • Learning Assessment Design | • Front-End Web Design |
| • User-Centered Curriculum Design | • Requirements Gathering | • Program Management |
| • Strategy Development/Execution | • Organizational Development | • Team Leadership/Training |

PROFESSIONAL EXPERIENCE

Senior Instructional Designer & Developer and LMS Administrator | Caleres

August 2024 – present

St. Louis, MO

In my role as an Instructional Designer & Developer at Caleres, I collaborate with subject matter experts and business partners to design and deliver high-quality instructional materials. My work focuses on creating engaging eLearning modules and instructor-led training solutions tailored to the needs of the business, using tools like Articulate 360. I manage multiple projects at once, ensuring adherence to deadlines and implementing instructional design best practices. My goal is to ensure the learning experiences I create are effective and aligned with organizational objectives while supporting continuous improvement in course content.

Learning and Development Consultant | Dexian Consulting

November 2023 – April 2024

St. Louis, MO

Most recently assigned to a short-term project with Edward Jones to develop learning resources and interactive videos to support the firm's experience-first business transformation. Working with a diverse team of graphic designers, SMEs, and design thinking experts, I designed a 3-video sequence launched on the firm learning experience platform, wrote the measurement plan, and developed the tests and surveys needed to implement this plan.

- Based on MVP prototypes, learners who took the entire learning pathway demonstrated a 23-point improvement in knowledge retention

- Survey respondents overwhelmingly found the content effective, with 100% reported being able to apply the learning immediately and 75% reporting that the learning is a meaningful investment in their professional development.

Simulations Designer | EmpowerTheUser (ETU)

June 2022 – August 2023

Dublin, Ireland

Responsible for ensuring all aspects of the design process for [an immersive training simulation](#) takes place. Utilizing ETU's proprietary build processes and technologies, to the specifications and requirements of external and internal customers, my job was to bring the architect's vision to life using synthetic, live-action, or a blend of multimedia experiences for Fortune 500 clients such as IBM, Deloitte, LinkedIn, and others. Responsibilities included:

- Winner of multiple Brandon Hall Gold awards for work with IBM and Lincoln Financial Group
- Wrote effective, efficient, and engaging learning content that on average reduces the learner seat time by 67%

Learning Experience Designer III, Content Strategist | Edward Jones

January 2022 – June 2022

St. Louis, MO

Formulated strategies to foster social connections, personalize purpose-driven approaches, enhance firm's skill inventory, and facilitate micro-learning aligned with immediate requirements and work dynamics. I served as the key liaison between learning communities and designed learning encounters for learners and technology and vendor communities ensuring optimal performance of Learning Experience Platform (LXP).

- Propelled sustained engagement through seamless, extensive learning across expansive workforce.
- Pioneered integration of Burning Glass API into organization, aimed at establishing foundational framework for implementing comprehensive skills taxonomy.

Senior Instructional Designer and Scrum Master | Edward Jones

January 2016 – December 2021

St. Louis, MO

Working with a large and diverse group of SMEs, general partners, and learning experience designers, I led an agile design team of learner advocates to develop learning and support Enterprise Learning. Working with our Change Leads and Product Owners, our team developed tool demos, scenarios, and a variety of immersive learning experiences. Previous to this I served as the lead instructional designer for the firm's annual Continuing Education learning plans and as primary learning support for the Financial Advisor Career Development (FACD) programs. I also partnered with the JonesLink team to ensure that FACD and Brand Learning and Development (BLD) content is current, as well as transitioning these sites into SharePoint.

- Designed and developed over 30 unique courses tailored for user base of more than 30,000.
- Initiated integration of agile design methodologies within department.
- Persuaded stakeholders to embrace test-outs so that learners could skip some forced CE every year with an estimated savings of \$2.75 million in time not spent with repetitive knowledge checks.

Instructional Designer | Bank Administration Institute (BAI)

May 2012 – June 2015

St. Louis, MO

Using established ADDIE principles, as the primary writer for all regulatory updates to courseware, I designed and developed new courses for the core library and any supporting materials (white papers, blog posts, etc.). This involved assessing learning needs; establishing clear, attainable, and measurable course objectives; writing course outlines, script treatments, course content, quiz questions, comprehension tests, and job aids; and soliciting feedback for interface design and functionality of courseware.

- Solicited input for interface design and operational effectiveness of courseware.
- Revamped "Classroom Compliance Toolkit Product," resulting in notable \$20 million revenue increment.

EDUCATION

Master of Education summa cum laude | The University of Missouri, Columbia, MO

Learning Systems Design and Development

Master of Arts magna cum laude / Washington University in St. Louis, St. Louis, MO

20th-century American Literature

Bachelor of Arts magna cum laude / The University of Tulsa, Tulsa, OK

English and Philosophy, Certificate in Classics

TECHNICAL SKILLS

- LXP & LMS Administration
- MS Office Suite | OpenOffice | LibreOffice | MURAL
- Microsoft Visio, Project, Teams, OneDrive, and SharePoint
- Front-End web design: HTML and Javascript
- Course Authoring Tools: Articulate Storyline 360, Lectora 12, Adobe Captivate
- Adobe Creative Cloud software; Photoshop, Illustrator, Dreamweaver, Fireworks, and Flash

CERTIFICATIONS

- SAFe Certified Scrum Master
- SAFe Certified Product Owner
- IBM Design Thinking certifications