

ROBERTO W. LO PRESTI, M.A.

📞 (407) 729-4910

✉ r.lopresti@me.com

🌐 robertolopresti.com



MISSION STATEMENT

I bring the most value to organizations that are in need of instructional design and/or multimedia development expertise, either in a production role or in a management capacity.

I have the skill set, experience, and business acumen to lead large, high-volume development teams and the technical knowledge to be an effective conduit between production teams (instructional designers, multimedia designers, pre-production personnel, etc.). I am a problem-solver and solutions engineer.

While I have the demonstrated leadership experience in e-learning (instructional design and multimedia development), education, and people management experience, what sets me apart from other candidates is my people-centered personal service mindset in everything I do. I understand service- **"everyone is a customer"** (every individual, whether a colleague or a client). I then strive to exceed their expectations and provide them with a positive experience, in order for them to become "raving fans" of our team, brand, or organization. Within the same organization, it promotes an amicable inter-departmental collaborative spirit. Outside the organization, it produces repeat customers and strong advocates for the brand.

This personal service approach is critical to any successful organization. It is what I would bring and promote within the teams I join or lead.

"How may I be of service to you?"

Best Regards,
Roberto W. Lo Presti, M.A.

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Creative, innovative, and results-oriented e-learning professional with a diverse repertoire of skills.

4+ years of experience in people management (senior and middle management), supervising both in-office and remote personnel.

14+ years of experience in instructional design, e-learning development, Learning Management Systems (LMS), training, peer mentoring, program management, and team management.

23+ years of experience in eLearning development software, multimedia, HTML/CSS web development, UX/UI interface design, subject matter expert consultations, presentations, and project management.

With strong interpersonal and problem-solving skills, diligence, meticulous work ethic, strategic thinking, emotional intelligence (EQ), and personal service approach, has garnered the support of and commendations from supervisors, colleagues, program directors, and faculty alike. Consistently assigned to high-stakes projects. Proven ability to effectively utilize available resources to meet or exceed customer and organizational expectations.

Competencies

Language: English (fluent), Spanish (conversational)

Software: Adobe (Photoshop, Illustrator, Acrobat Pro, Premier Pro, After Effects, Dreamweaver, Captivate, Connect), Apple (Keynote, Numbers, Pages, Logic Pro), Articulate 360/Storyline, Articulate Rise, Blender, Camtasia, Microsoft (Word, Excel, PowerPoint, Outlook, SharePoint), Jing, Tumult Hype 4 Professional, Webex, Zoom

Miscellaneous: Agile/Scrum Methodology, Adult Learning Methodologies (ADDIE, Dick & Carey, UbD), andragogy, pedagogy, ADA/508/WCAG 2.1 for accessibility, AR/VR (Augmented Reality/Virtual Reality), three.js, AR.js, 3D modeling, andragogy, pedagogy, change management, digital storytelling, gamification, Learning Management Systems (Canvas, D2L, Moodle, Sakai, Angel, Blackboard, Edmodo), Content Management Systems (CMS), web development (HTML5, CSS3, Responsive Web Design, WordPress), UI/UX Design, SLII® Leadership Training.

Work Experience

AMAZON

LEARNING EXPERIENCE DESIGNER II

OCT 2022-PRESENT

- + Lead, plan, storyboard, design, develop, and test in-person training programs and interactive objects.
- + Develop immersive learning experiences in real-world spaces.
- + Develop templates and best practices to support other learning designers.

HIGHLIGHTS

- + Lead/sole designer for Amazon LEW (Leadership Experience Week) in-person week-long training program for managers, which achieved an 82 NPS, 96% CSAT, and 4.7 Confidence scores, in addition to a 21.9% improvement (pre vs. post-test).
- + Lead/sole designer for Amazon AD1 (Amazon Day 1) in-person week-long training program for all new-hires/promotes, which achieved an 85 NPS, 98% CSAT, and 4.7 Engagement scores.

- + Lead/sole designer for Amazon's AD1 Prime Building immersive learning experience.
- + Co-lead designer for Leadership Landing training program.
- + Created innovative Role-play Randomizer App in Articulate Storyline for on-demand manager training. Successful adoption with over 8,000+ manager users to-date.
- + Winner of the company-wide "Big Idea Challenge" with innovative, AI-powered role-player app prototype.

KAPLAN

SENIOR LEARNING EXPERIENCE DESIGNER

NOV 2019-OCT 2022

- + Plan, storyboard, design, develop, and test online courses and interactive objects (utilizing UbD adult learning methodology) across various Learning Management Systems (LMS) and Content Management Systems (CMS).
- + Collaborate with subject-matter experts to design innovative and engaging online user experiences that are engaging, instructionally-sound, and highly accessible (ADA/508/WCAG 2.1 compliance).
- + Collaborate with subject-matter experts and project teams to create and implement design solutions (UI/UX designs, interactivities, accessibility, navigation schemas, site structure, etc.) for course development projects.
- + Responsible for development, maintenance, and accessibility of course interactive and creative design elements (XHTML web layout, CSS, JavaScript, graphics, and dynamic presentation of content).
- + Develop augmented reality and virtual reality solutions within course materials for both desktop and mobile.

BISK EDUCATION

SENIOR MANAGER, MULTIMEDIA

OCT 2017-OCT 2019

- + Oversee a versatile, cross-functional team of 4 managers and 23 multimedia designers, plus freelance contractors.
- + Oversee the entire creative, pre-production, and post-production process in the development of all multimedia assets (audio/video, graphics, animations, and courseware instructional objects) for both internal and external clients across various Learning Management Systems (LMS) and Content Management Systems (CMS).
- + Oversee on-time, on-quality, and on-budget delivery of multimedia assets (for all multimedia designer roles) within an Agile development environment.
- + Consult Instructional Designers to guide development of learner experiences and establish project scope.
- + Establish overall team and role-specific standards, processes, policies, and procedures.
- + Consult internal and external clients on the design, scope, budget, and execution of multimedia projects.
- + Address staffing, interpersonal, workload, and asset issues.
- + Ensure team applies evidence-based instructional and multimedia design, as well as UI/UX best practices and accessibility (ADA/508/WCAG 2.1 compliance), to create engaging media elements and learning experiences.
- + Lead interviewing new-hire candidates, goal setting, goal alignment, and periodic team member evaluations.
- + Formulate KPIs and evaluation reports to determine how to best improve the team's products and results.

HIGHLIGHTS

- + Reduced staffing expenses by \$270,000+, while maintaining productivity, by improving operational efficiency.
- + Led implementation of an interactive transcription service, producing 75% reduction in business transcription cost and 4x increase in product turn-around.
- + Created required LXD Media Consultation process to guide development of instructionally-sound course experiences and establish project scope.
- + Key contributor to the creation of course development tiers and production cost calculators.
- + Key contributor to the creation of both a comprehensive course development process and the marketing campaign workflow.
- + Advised executive leadership on the implementation of a fee-for-service revenue model.
- + Created new, comprehensive multimedia asset production process.
- + Effectively addressed multiple interpersonal team conflicts, all with positive resolutions.
- + Featured instructional design subject-matter expert on corporate website.

PEARSON EMBANET

SENIOR INSTRUCTIONAL DESIGN AND DEVELOPMENT ANALYST

MAR 2011–OCT 2017

- + Plan, storyboard, design, develop, and test online courses and interactive objects (utilizing UbD adult learning methodology) across various Learning Management Systems (LMS).
- + Collaborate with subject-matter experts to design innovative and engaging online user experiences that are engaging, instructionally-sound, and highly accessible (ADA/508/WCAG 2.1 compliance).
- + Collaborate with subject-matter experts and project teams to create and implement design solutions (UI/UX designs, interactivities, accessibility, navigation schemas, site structure, etc.) for course development projects.
- + Responsible for development, maintenance, and accessibility of course interactive and creative design elements (XHTML web layout, CSS, Flash, JavaScript, graphics, and dynamic presentation of content).

VIVIID IMAGINATION LABS

CO-FOUNDER, FREELANCE PROJECT MANAGER

MAR 2002–PRESENT

- + Provide consulting, design, branding, web development, instructional design, social media marketing, and project management services.
- + Plan, storyboard, design, and develop websites (Responsive Web Design, HTML5, CSS3), interactive media projects, AR/VR (augmented reality/virtual reality) solutions, and print material.
- + Develop and oversee a versatile, cross-functional team of external freelance contractors.
- + Oversee the entire creative, pre-production, and post-production process in the development of all multimedia assets (audio/video, graphics, animations, and courseware instructional objects).
- + Oversee on-time, on-quality, and on-budget delivery of multimedia assets within an Agile development environment.
- + Develop with ADA/508/WCAG 2.1 compliance for accessibility.



Education

UNIVERSITY OF CENTRAL FLORIDA

MASTER'S DEGREE, INSTRUCTIONAL TECHNOLOGY

2007-2013

UNIVERSITY OF CENTRAL FLORIDA

BACHELOR'S DEGREE, DIGITAL MEDIA/INTERNET INTERACTIVE

2001-2005

