

Dave Neal

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Profile

As an Instructional Designer, I bring stories to life through impactful, engaging learning experiences. I've navigated diverse industries—Pharma, Supply Chain, Banking, and Legal—helping each organization uncover unique training needs and turning those insights into tailored, creative learning solutions. Whether it's crafting interactive e-learning modules or transforming complex information into accessible content, my focus has always been on driving learner engagement and making knowledge stick. With expertise in leveraging AI and advanced learning platforms, I modernize training to connect with learners and foster real-world application. Certifications in Prompt Engineering, Articulate 360, and Evolve are part of the toolkit I use to innovate the learning experience.

Technical Skills

Instructional Design Tools: Articulate 360, Adobe Captivate, Vyond, Camtasia, Canva

Learning Management Systems: Microsoft SharePoint, Litmos, Absorb, Sum Total

Programming & Web: JavaScript, HTML5, CSS, Responsive Web Design (RWD)

Design & Multimedia: Adobe Photoshop, Illustrator, After Effects, Audacity

Methodologies: ADDIE, SAM, Agile Training Development, Adult Learning Theory

Experience

bswift — Senior Instructional Designer

02/2024- 08/2024

When tasked with developing the **Unified Desktop Chat Simulator**, I imagined a tool that would not just teach the basics, but would immerse trainees in realistic customer interactions. The result? Trainees felt more prepared and confident in their roles. Collaborating on **Emma Co-Pilot implementation**, I saw firsthand the power of bringing AI-driven features into training. My contributions to **Articulate Rise modules** weren't just about creating content—they were about telling a story that resonated with end-users, making the learning process seamless and engaging. Along the way, I identified outdated modules and brought them back to life, ensuring the training materials aligned with evolving needs.

Bausch Health Care — Instructional Designer

08/2023- 01/2024

Modernizing the **Veeva CRM training** was a challenge I embraced, transforming it into an engaging experience through interactive simulations that brought complex systems to life. Crafting **Patient-HCP medical delivery training** was about more than just delivering information—it was about understanding the patient journey and helping healthcare providers see the story from their perspective. The custom graphics I designed added not just visual appeal, but emotional resonance, ensuring that the training was memorable.

GenesisCare — Skin Service Instructional Designer

02/2023- 5/2023

When I designed an **interactive map in Articulate Rise** for the employee handbook, I wanted it to be more than just a guide—I wanted it to invite exploration, making the handbook an engaging resource rather than a static document. Launching the **Skin Excellence training for Medical Assistants** was a chance to empower frontline workers, providing them with role-specific knowledge in a way that was both accessible and inspiring. Each module I created had a story to tell, from compliance training to interactive graphics that brought key concepts to life.

Freelance - Instructional Designer

09/2014- 2/2023

- Over nearly a decade of freelancing, I've had the opportunity to work with incredible clients like Bristol-Myers Squibb, Novo-Nordisk, and Jazz Pharmaceuticals. Each project had its own story—some were straightforward, while others were “train wrecks” that needed careful reconstruction. I took pride in rescuing these high-stakes projects, solving complex problems, and transforming non-functional modules into success stories. **Articulate Storyline modules** with custom animations, voiceovers, and engaging narratives became my signature, each piece crafted to resonate with learners. I didn't just deliver training; I turned complex subjects into experiences that learners could connect with and apply.

ATC - Sr. E-Learning Instructional Designer

11/2011 – 09/2014

At ATC, I designed and developed **eLearning projects** that combined custom graphics, screen casting, and audio/visual elements to create an immersive learning experience. One of my key contributions was the **Corporate Values initiative**—a series of videos that promoted internal values through storytelling, engaging employees in a way that simple presentations could not achieve. Managing the implementation and administration of the LMS allowed me to ensure that all learning materials were accessible and impactful.

Watchtower - Instructional Designer (Volunteer)

Continuous Pro Bono Work

Volunteering with Watchtower allowed me to bring creativity to important initiatives. Designing **infographics** for department initiatives and creating **train-the-trainer modules** for "The Occasional Trainer" helped bring valuable skills to an international audience. I also produced **safety training videos** that combined music, animations, and custom illustrations—turning safety protocols into something that was not only informative but also memorable.

Certifications: Articulate 360 | Prompt Engineering | Evolve | UX Design