BRUCE E RICHARDS

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SENIOR LEARNING SOLUTIONS LEADER

Creative learning and instructional designer with extensive corporate and higher educational experience managing multidisciplinary and multigenerational teams of technologists and designers to deliver exceptional technical, assessment, and educational solutions, with excellent operational outcomes. Skilled in leading, managing, motivating, and mentoring cross-functional teams while fostering a culture that embraces new ideas, innovation, high performance, teamwork, and creativity.

AREAS OF EXPERTISE

- Instructional Technology
- Learner Assessment & Intervention
- Analytics For Learner Performance Prediction
- Adaptive Tool Development for Corporate & Higher Ed Learners
- Assessment Of Learning Design Patterns
- Instructional Learning Design, Storyboarding, Content Development, & Training
- Delivery Of Workforce Training (eLearning& ITL/VILT)
- Web Conferencing Systems (Webex, Teams, Zoom) For ILT & VILT Delivery
- Excel, Word, PowerPoint, and SharePoint, Articulate Storyline 360, Adobe Captivate, and Camtasia/Snagit applications (multimedia production)

- Creation & Development Of Pedagogical Solutions
- Personalized Learning For Instructional Innovations
- Creation & Development Of Learner Engagement Tools
- Cross-Functional Team Leadership
- Global Team Leadership
- Systems Administrator of Canvas, Blackboard, & Moodle Learning Management Systems (LMS)
- SCORM/AICC Standards (Creation & Integration In LMSs)
- LMS Systems Integration With HR Management Systems
- HTML, XML, CSS, JavaScript, jQuery, Python, Tableau

PROFESSIONAL EXPERIENCE

Realizeit LLC (Dublin, Ireland)   2021 to 2025
International learning solutions platform that propels self-engagement to deliver individualized achievement for each learner.

Senior Learning Solutions Designer
Senior project manager for full course development, delivery, support, assessment, and reporting lifecycle.

- Instructional Designer Focus - Developed and designed comprehensive training programs, including compliance, upskilling, and professional courses, by applying instructional design principles and data analytical standards.
- Learning Technology & Computational Generative AI Focus - Implemented diverse adaptive learning solutions by leveraging computational and generative AI to design, develop, and deliver engaging e-learning courses for global clients.
- Learning Solutions Focus - Conceptualized and executed end-to-end learning strategies, from needs analysis to delivery, ensuring accessibility and functionality through rigorous testing and collaboration with international partners.
- Sales Demos and Enablement – Execute persuasive sales presentations that demonstrate the adaptive learning platform value propositions, guiding prospects from product discovery through training adoption to measurable engagement outcomes while addressing specific organizational needs and learner preferences.

University of North Carolina at Charlotte (UNC Charlotte), Charlotte, NC   2013 - 2021
A public research university known for its strong programs in business, technology, health care, and data science.
Senior Instructional Technologist
Project lead for institution-wide implementation of learning analytics initiatives including adaptive technology strategies and pedagogical methodologies.

- Senior Learning Technology Strategist - Led institution-wide learning analytics initiatives, developing adaptive learning strategies and pedagogical methodologies to improve outcomes in STEM courses.
- Instructional Design & Technology Lead - Developed and implemented comprehensive learning initiatives, including adaptive technology and assessment models, and led professional development workshops to improve instructional methodologies.
- Project Lead, Learning Initiatives - Spearheaded projects to implement adaptive technology and learning analytics, redesigning courses and establishing video development processes to enhance student mastery and competency.

UNC Charlotte College of Health and Human Services (CHHS)   2013 - 2016
College within UNC Charlotte that offers professionally recognized and accessible undergraduate and graduate degree programs.
Instructional Technologist
College liaison for instructional and learning advancement of faculty and students.

- Instructional Technology Liaison - Served as a key liaison for faculty and students, leveraging instructional technologies to advance learning goals and supporting the university-wide course development initiative.

- Instructional Consultant/Advisor - Advised faculty on instructional best practices and technology integration, including "Bring Your Own Device" (BYOD) methodologies, while leading university-wide professional development workshops.
- College Liaison for Learning Advancement - Supported instructional goals across a college by advising on technology and pedagogical strategies, collaborating on inter-departmental projects, and leading initiatives for campus-wide course development.

Missouri State University, Springfield, MO 2011 – 2013

A public research university known for its strong programs in business, management, and marketing, as well as in Education, particularly Early Childhood and Elementary Education.

Faculty Center for Teaching & Learning
Instructional Designer

Lead consultation with faculty in the design and operational deliveries of course materials and learning activities.

- Instructional Design Consultant - Led faculty consultations on course design and delivery, spearheading research-oriented projects and promoting pedagogical best practices for online and blended learning.
- Online Learning Specialist - Directed the use of the Quality Matters rubric to ensure high-quality course development, while also designing and delivering professional development courses for faculty.
- Learning Solutions Lead - Advised faculty on designing course materials and learning activities, conducted research projects, and delivered professional development on online and blended modalities to improve instructional quality.

Research & Instructional Design Coordinator 2004 – 2011

Collaborated with faculty members by leveraging instructional technologies that supported their instructional goals.

- Senior Instructional Designer - Developed and deployed online and classroom curriculum for compliance and research training, leading to the successful training of over 3,600 learners.
- Learning & Development Manager - Secured external funding and managed the successful development of compliance materials, implementing SQL database and hardware solutions to enhance access for faculty.
- Curriculum & Technology Lead - Managed the entire learning lifecycle, from curriculum development and grant writing to technology implementation and assessment, in collaboration with the Institutional Review Board (IRB) to advance critical compliance programs.

Athens Regional Medical Hospital and Athens Regional Library, Athens, GA   2002 - 2004
Software Instructor and Database Support
- Developed course curriculum for Microsoft Word, Excel, PowerPoint, Access, Internet Explorer, Outlook, Internet-related classes
- Taught computer educational classes to support the training of more than 45 adult learners

Texaco Caribbean Inc., Kingston, Jamaica   1992 – 2000
Supervisor, Information Technology (IT) Department
Managed project plan and successfully implemented the Compliance/Disaster Recovery Information Technology projects that were on time, within budgets, with strong return on investments

- IT Project and Training Manager - Managed complex IT projects, including compliance and disaster recovery initiatives, while developing and delivering targeted training on hardware and software systems for adult learners.
- Senior Systems Implementation Lead - Led the successful implementation of ERP and Point-of-Sale systems, conducting needs assessments and developing training materials that increased employee productivity and streamlined business processes.
- Technology & Training Specialist - Directed IT and training initiatives from start to finish, managing projects on time and on budget, and providing strategic analysis to improve both system deployment and departmental productivity.

EDUCATION

University of Missouri, Columbia, MO
Doctorate of Education (Ed.D.), Educational Leadership

Missouri State University, Springfield, MO
Master of Science (M.Sc.), Instructional Media Technology

Nova Southeastern University, Fort Lauderdale, FL
Master of Business Administration (MBA)

University of the West Indies, Kingston, Jamaica W.I.
Bachelor of Science (B.Sc.), Physics
Minor: Mathematics

PROFESSIONAL TRAINING

- Certificate: Applying the Quality Matters (QM) Rubric (APPQMR)
- Online Instructor for Instructional Technology and Educational Leadership Masters courses
- Member, Association of Educational Communications and Technology (AECT), (2013)
- Instructional Design process (ADDIE) & Professional Technical Writing
- Diploma, Marketing Management Studies, Jamaica Institute of Management

INSTRUCTIONAL AND LEARNER ENGAGEMENT EXPERIENCE

- Adjunct Instructor — Taught Masters and Doctoral level courses at UNCC Charlotte, Missouri State University, and Fontbonne University
    - Designed and taught *Advanced Seminar in Teaching and Learning*
    - Designed and taught *Learning Experience Design*
    - Developed all course materials including PowerPoint presentations, video presentations, online facilitated group discussion encouraging learners to examine current research issues in teaching and learning methodologies
- Utilized 5E Model of Instruction Project activity to teach the use of Captivate authoring software
- Evaluated learner performance and provided feedback
- Conducted item and performance analysis on exams using LMS
- Examination of current teaching models and practices
- Assessment activities focused on teaching strategies and learning outcomes
- Delivered assignments that provided learners with skills for designing, developing, and evaluating online learning
- Evaluated student performance and provided timely feedback throughout the term

ADDITIONAL EXPERIENCE AND TRAINING

- Practitioner of learning analytics for learner experience and performance
- Medium user of Tableau analytical software
- Needs Analysis, Performance Evaluation, Assessment Instrument design (surveys, questionnaires)
- Experience in developing simulation and soft-skills training using multiple authoring software
- Strong business, training, and organizational skills
- PC, Server, and AS/400 System and LMS Administrator training and experience

RELEVANT SKILLS

- Possess exceptional oral and written communication skills with the ability to influence internal and external stakeholders
- Strategic leadership experience of cross-functional teams across countries
- Possess strong instructional learning design, storyboarding, content development, and training experience
- Experienced in instructional systems design processes, conducting needs analysis, and applying adult learning principles for the delivery of workforce training (eLearning and ITL/VILT)
- Strong teaching and mentoring skills with established track record of effective oral presentations
- Extensive experience working with subject matters experts and curriculum design
- Expert in developing learning and delivery systems for Personalized Adaptive platforms
- Expert in the use of generative and adaptive AI in learning design and delivery
- Strong analytical capabilities and expertise in critically evaluating the appropriate instructional design literature and applications
- Exceptional organizational, time management, and content development skills; ability to grasp new system applications with minimal direction
- Strong usage of Excel, Word, PowerPoint, and SharePoint; strong working knowledge of Articulate Storyline 360, Adobe Captivate, and Camtasia/Snagit applications (multimedia production)
- Experienced in creating and editing video
- Practitioner of learning analytics for learner experience and performance
- Advanced user of Web Conferencing systems (Webex, Teams, Zoom) for ILT and VILT delivery
- Strong knowledge of SCORM/AICC Standards (creation and integration in LMSs)
- Systems Administrator of Canvas, Blackboard, & Moodle Learning Management Systems (LMS)
- Knowledge of integrating LMS systems with HR management systems
- Experience in implementing accessibility, usability, and functionality testing methods
- Experience in developing simulation and soft-skills training using multiple authoring software
- Experience in HTML, XML, CSS, JavaScript, jQuery, Python, Tableau