

# DANIEL SCOTT ZIEGLER

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## SUMMARY

Senior instructional designer specializing in technical, enterprise, and operational learning environments. Proven track record designing high-stakes training solutions across automotive, utilities, cybersecurity, and global corporate settings. Expert in translating complex subject matter into scalable learning programs that drive readiness, adoption, and performance. Known for strategic thinking, cross-functional partnership, and delivering blended learning solutions aligned to business outcomes.

## EXPERIENCE

ARDENT LEARNING - CONTRACT

Rochester, New York (Remote)

**Senior Instructional Designer / Learning Consultant** ..... 2025

- Acted as senior instructional designer and consultant on high-stakes automotive OEM training initiatives requiring strict accuracy and source verification.
- Authored Round 1 assessment content for the 2026 Audi Twin Cup National Competition, developing approximately 30–35 technical questions using true/false, multiple-choice, and multiple-answer formats.
- Designed Round 2 assessment content for the Audi Twin Cup using scenario-based structures, creating 4–5 scenarios per round, each with 3–5 related sub-questions to increase technical depth and difficulty.
- Consolidated and verified content across multiple official Audi sources, including service documentation, EV operation and service materials, new product information, and Audi service processes.
- Led instructional design for 2027 Kia Telluride ICE and Hybrid dealer training supporting North American sales, service, and technical audiences.
- Developed official Product Reference Guides (PRGs) for both ICE and Hybrid models, serving as the approved source of truth for all downstream learning.
- Created Articulate Rise courses for ICE and Hybrid models directly aligned to vetted and approved PRG content.
- Developed instructor-led training presentation decks exceeding 70 slides per program, with detailed speaker notes supporting in-person delivery at North American Kia dealerships.
- Managed significant complexity related to new vehicle launches, extensive trim-level variation, evolving specifications, and competitive comparisons, requiring rapid learning and frequent iteration.

DOMINO'S PIZZA LLC

Ann Arbor, Michigan (Remote)

**Global Senior Instructional Design Lead – Franchise Capability & Training** ..... 2021-2025

- Led design and delivery of global learning programs, using Agile methodology and AI-enhanced tools.
- Developed SCORM-compliant eLearning, ILT, and multimedia content to support cybersecurity, leadership, compliance, and product initiatives.
- Produced product launch content, including video scripting, editing, and job aids, accelerating time to readiness by 40% across corporate and franchise operations.
- Collaborated cross-functionally with SMEs, ops, and leadership to align learning content with business objectives.
- Ensured accessibility through closed-captioning and multilingual support, delivering scalable solutions to a global learner base and ensuring consistent training delivery.
- Created executive-level leadership development modules and supported franchise training aligned with operational excellence.
- Partnered with senior leadership and subject matter experts to align learning content with business objectives, improving adoption rates and operational performance.
- Enhanced engagement and retention through multimedia content creation, rapid prototyping, and interactive course design.

FIAT CHRYSLER AUTOMOBILES (NOW STELLANTIS)

Auburn Hills, Michigan

**Global Senior Instructional Design Lead – Supplier & Purchasing Capability ..... 2014-2020**

- Managed global supplier onboarding and SCM training across APAC, EMEA, and LATAM, reducing onboarding time by 30%.
- Applied Agile workflows and stakeholder feedback loops to update curricula and implement scalable, performance-focused training solutions.
- Developed SCORM-compliant multilingual training supported by Latitude LMS and digital knowledge centers.
- Benchmarked global best practices and launched Supplier Training Week events to unify supplier readiness.
- Acted as SharePoint admin and content strategist for global SCM resources and communications, ensuring timely delivery of training resources and communications to thousands of global suppliers.
- Introduced scalable digital training tools and workflows that improved adoption rates and reduced redundancy in content creation.
- Applied continuous improvement and stakeholder feedback loops to keep training materials current with evolving business requirements and global best practices.

**ADDITIONAL EXPERIENCE**

RAYTHEON PROFESSIONAL SERVICES (NOW VERTEX PROFESSIONAL SERVICES), Troy, Michigan, **Senior Training and Development Specialist**, 1998-2014. Designed technical ILT, WBT, simulations, and serious games for clients, including General Motors (GM University), FAA, NCR, DTE Energy, and Philips. Created end-to-end course documentation, storyboards, assessments, and beta-tested materials in virtual and on-site settings. Collaborated with technicians, engineers, and cross-functional teams using Agile-like workflows and maintained compliance with EVM and ITAR standards. Reduced compliance penalties and boosted training adoption across diverse corporate and government clients through effective design strategies. Mentored new designers and improved instructional workflows across the company's curriculum team.

FORD MOTOR COMPANY, Dearborn, Michigan, **Trainer / Instructional Designer (Contract)**, 1993-1998. Delivered global supplier training on Ford systems, including CMMS, EASI, and GPIRS, related to the PPAP process. Created training and job aids and conducted QA, content validation, and pilot sessions to improve material delivery. Tracked performance post-training, using Access-based metrics and reporting tools. Supported large-scale supplier onboarding during key production cycles. Collaborated with purchasing and plant reps across national and international facilities.

**EDUCATION**

WALSH COLLEGE, Troy, Michigan  
**M.S., Information Management and Communications**

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, Michigan  
**B.S., Communications**

**CERTIFICATION**

*Microlearning Certification – ATD (Association for Talent Development), 2018*

**TECHNICAL SKILLS**

Articulate Storyline and Rise, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, Acrobat), Adobe Captivate, Camtasia, Vyond, MS Office Suite, SharePoint, Snagit, Webex, Zoom, HTML5, XML, WordPress, macOS, Windows OS