

John Cochrane
Sr. Instructional Designer

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Accomplished professional with multi-faceted experience facilitating effecting eLearning programs for customers and employees. Expertise in self-producing innovative, multi-modal content to engage users, driving results. Influential training specialist with keen ability to collaborate with global stakeholders and subject-matter experts (SMEs) to source material and reimagine interactive and engaging digital learning experiences.

Areas of Expertise

/ Instructional Design	/ eLearning Development	/ LMS Management
/ Curriculum Development	/ Articulate Storyline + Rise	/ Multi-modal Content Creation
/ Corp. Training + Development	/ Needs Assessment	/ AI Implementation

Professional Experience

ADI Global, Melville, NY (formerly Snap One, Lehi, UT) 5/2024 / Present

Develops global training and support content for independent smart home technology professionals using Adobe Premiere Pro, After Effects, Camtasia, and Audacity. Leads end-to-end production of video content including scriptwriting, set design, filming, and post-production. Collaborates with project managers and subject matter experts to design targeted, engaging instructional materials aligned with organizational goals.

- / Redefined video content standards and optimized production workflows for consistency and scalability.
- / Identified and implemented new creative software to expand instructional media capabilities.
- / Deployed and maintained training programs via LearnUpon LMS, aligning delivery with evolving business needs.

Centerfield Media Holding Co., Los Angeles, CA
Instructional Designer

5/2023 / 5/2024

Developed eLearning and facilitation materials for worldwide sales and corporate teams via Articulate Storyline, Articulate Rise, Figma, and Sana LMS. Served as Action Mapping SME. Applied ADDIE model to training solutions execution. Managed learning programs based upon performance data.

- / Spearheaded AI learning tool implementation, maintaining 100% adoption rate.
- / Managed learning management system (LMS) migration and rollout.
- / Oversaw seamless learning team transition of acquired health insurance company.

Charter Communications, Stamford, CT
Sr. Instructional Designer

5/2022 / 5/2023

Coordinated projects with stakeholders and subject matter experts to tailor custom program management plans to address training needs. Developed and maintained learning materials via Articulate Storyline, Articulate Rise, Vyond, and Cornerstone LMS. Applied ADDIE model to training solutions execution.

- / Provided asynchronous learning experiences for 12,000+ participants.
- / Administrated training materials using Cornerstone LMS.
- / Assessed project effectiveness, informed decision-making and planning, and maintained accountability for results.

Ring, Santa Monica, CA
Security Expert Trainer

11/2017 / 5/2022

Facilitated onboarding experience for new hires. Coordinated with partners and subject matter experts to tailor custom program management plans to address training needs. Produced strategic training video content as sales Subject Matter Expert.

- / Developed new hire onboarding program and materials prior to organization formation.
- / Produced Articulate Storyline + Rise eLearning courses and infographic PDFs.
- / Implemented targeted training materials to improve performance based upon identified gaps.

Microsoft, Charlotte, NC
Learning Specialist

6/2014 / 11/2017

Led corporate learning objectives and readiness by measuring knowledge through testing, evaluation, and curriculum implementation. Managed the new hire onboarding process and tracked and reported Key Performance Indicators (KPIs) to management. Hosted ad-hoc coaching and review sessions as needed to ensure success. Designed public and private workshop materials.

- / Achieved 100% direct reports learning objective completion and retention.
- / Provided support services for eLearning and LMS issues.
- / Consistently maintained 100% Field Readiness.

Additional Experience

English Teacher, North Mecklenburg High, Charlotte, NC
Show Manager, Charlotte Comedy Theater, Charlotte, NC

Education

Bachelor of Education
Queens University of Charlotte, Charlotte, NC

Bachelor of Arts, English Composition
University of North Carolina Charlotte, Charlotte, NC