

John Cochrane

Senior Instructional Designer · Learning Experience Design

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PROFESSIONAL SUMMARY

Senior Instructional Designer with 10+ years designing, building, and delivering learning that scales across global customer and employee audiences. Owns the full ADDIE lifecycle and learning experience design (LXD), spanning needs analysis and learning objectives through build, delivery, and evaluation, and translates complex product, sales, and technical content into engaging, measurable programs. Builds curriculum that other people deliver with fidelity, partners fluently with SMEs and global stakeholders, and self-produces polished multimodal content (interactive courses, microlearning, and video) end to end.

AREAS OF EXPERTISE

Design & Strategy: Instructional Design · Learning Experience Design (LXD) · ADDIE · SAM · Needs Assessment · Action Mapping · Curriculum Development · Learning Objectives & Assessment Design · Adult Learning Theory

Delivery & Management: Live & Virtual Facilitation · vILT · Webinars · Certification Program Design · LMS Administration (LearnUpon, Sana, Cornerstone) · Project Management · Microlearning · Blended Learning · Corporate Training & Development · AI Implementation

Authoring, Video & Media: Articulate 360 (Storyline, Rise) · Camtasia · Vyond · Figma · Xyleme · Adobe Premiere Pro · After Effects · Audacity · SCORM · Video Production · Animation · Content Development

PROFESSIONAL EXPERIENCE

Snap One / ADI Global — Melville, NY

5/2024 – 5/2026

Instructional Designer (position eliminated in company-wide reduction in force)

Instructional designer and lead video editor for a distributed education team, producing certification and technical training content for smart-home installation professionals through Snap One's acquisition by ADI Global. Self-taught Adobe Premiere Pro and After Effects to build a 1.5-year certification production, set the team's video standards, and pushed content toward engagement and measurable behavior change.

- Served as video editing lead on the C4CT certification program, editing 200+ instructional videos and also handling animation, script and voiceover editing, and testing. The required certification generated \$1M+ in its first 30 days.
- Set the video production standards, visual style, and length conventions adopted team-wide, and introduced live-on-camera presentation to replace static screencasts, which was well received across the team and by executives.
- Created a video enabling technicians to self-perform Composer Pro “ToolBox” support operations, reducing support call volume and handle time. A senior engineer promoted it to executives, and another of my videos was featured in the company technician newsletter.
- Applied Action Mapping (Cathy Moore) to technical content and owned end-to-end how-to video production for new products such as the Episode Business Music System, interviewing SMEs and engineers to isolate the single critical action and designing content to drive behavior rather than narrate clicks.
- Stepped into an undefined project-management gap for two sessions of a global technician conference, coordinating cross-timezone teams spanning Australia, the U.S., and the U.K. in addition to building the content.
- Administered training programs in LearnUpon LMS, aligning course delivery with evolving product and business needs.

Centerfield Media Holding Co. — Los Angeles, CA

3/2023 – 5/2024

Instructional Designer

Designed remote eLearning and onboarding for outsourced sales/call-center programs (Medicare, AT&T, and others) using Articulate Storyline, Rise, Figma, and Sana LMS. Applied Action Mapping (Cathy Moore) principles to push content toward practice and performance, and championed interactive, scenario-based design in a visuals-first environment.

- Built an interactive Storyline call-flow simulation: a clickable, branching agent interface modeling a full call from pickup to wrap-up. It became a standing training resource for both the initial Medicare cohort and later hires.
- Rapidly designed and built Medicare onboarding for 30–50 U.S. call-center agents under a compressed timeline, covering the full subject area from the ground up.
- Co-created a company-wide Midjourney visual-generation guide (“bible”) establishing reusable standards for AI-generated learning imagery, available as a reference across the organization.
- Participated in LMS evaluation and led hands-on integration of the new platform (Sana), including environment setup, user loading, and content configuration through rollout.

Charter Communications — Stamford, CT

5/2022 – 3/2023

Senior Instructional Designer

Designed learning for a 12,000+ agent call-center workforce as part of an 11-person instructional design team, applying ADDIE across eLearning, ILT, and job aids in Cornerstone LMS. Partnered with SMEs and stakeholders on projects spanning major product launches, onboarding, and role-specific curricula.

- Served as the sole instructional designer on Charter's largest release of the year, a company-wide minimum-download-speed increase with industry-wide impact, and presented the content to senior executive stakeholders.
- Built the RingCentral product launch training from the ground up: a week-long in-person program developed closely with the SME, which became a standing onboarding requirement for business agents.
- Introduced Articulate Storyline to a Rise-only team, building interactive, scenario-based courses; leadership then mandated Storyline department-wide, and I became the team's informal mentor on interactive design, including a 20-year veteran designer.
- Owned the Business Retention curriculum and contributed to a team-wide overhaul of the four-week new-hire onboarding program during the TV-to-Spectrum-Mobile priority shift.
- Designed and delivered asynchronous learning for a 12,000+ agent audience through Cornerstone LMS, managing content assignment and delivery to targeted groups.

Ring (Amazon) — Smart Home Services

12/2017 – 5/2022

Security Expert

Delivered in-home smart home technology installation and customer education across the Carolinas, then transitioned to remote sales during COVID. Progressively took on training, content, and program-design responsibilities for the team, work that launched a career in instructional design.

- Designed the appointment flow and service standard for a Duke Energy smart home pilot (thermostats, lighting, and Alexa devices in low-income homes) and ran the first appointments, setting the model the team followed.
- Trained the full replacement technician team (6–7 hires) on all service workflows, products, and standards following a team-wide turnover; all reached successful independent performance.
- Created and produced an internal podcast that replaced the team newsletter, keeping a distributed field workforce current on products and process, and built a following across the org.
- Taught self Articulate to build the team's first eLearning course, and created a call-process job aid that reduced call-center “dead air” by 37% and cut failed payments in half.

Microsoft — Charlotte, NC

6/2014 – 11/2017

Product Expert, Gaming · Acting Learning Specialist (8 months) · Product Advisor

Progressed through three roles at a full-line Microsoft retail store, holding formal learning, community-programs, and sales responsibilities. Selected twice for corporate-hosted programs in Redmond, and dispatched to Sydney, Australia to help open the flagship international store.

- Formally backfilled the Learning Specialist role for 8 months while simultaneously carrying store-management duties (scheduling, task assignment, customer escalations). Owned new-hire onboarding, ongoing coaching, sales-target accountability, and product SME responsibilities.
- Built a Windows 10 pre-launch marketing PowerPoint, with a countdown timer and messaging for in-store 86” displays, that was elevated by regional leadership and adopted across all 83 U.S. Microsoft retail stores in the month leading to launch.
- Selected as sole enablement lead for Xbox during the Sydney, Australia store launch, driving a 29% increase in Xbox revenue plus lifts in Xbox Live attach rate and category sales.
- Defined the Gaming Expert role from scratch (no playbook): built recurring community programs across seven+ game titles, hosted ~30 events per month, led midnight console/game launches, and grew community sign-ups and category revenue, selling out Elite Controller inventory during the Halo: MCC launch.

ADDITIONAL EXPERIENCE

English Teacher — North Mecklenburg High School, 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 at Charlotte, Charlotte, NC