

KENNY HAAS

LEARNING TECHNOLOGIST | LEARNING EXPERIENCE DEVELOPER | ELEARNING DEVELOPER

Nauvoo, IL | 309-331-3499 | hodge46@yahoo.com | [linkedin.com/in/kenny-haas](https://www.linkedin.com/in/kenny-haas)

PROFESSIONAL SUMMARY

Learning technology and development professional with 22+ years of experience designing and developing end-to-end engaging digital learning experiences, eLearning, learning portals, and interactive learning tools. Expertise in Articulate Storyline, Web Design (HTML/CSS/JavaScript), xAPI/LRS, UX/UI design, generative AI, and learning technology integration. Proven ability to turn complex learning requirements into intuitive digital experiences while improving development efficiency and reducing reliance on external vendors.

CORE SKILLS & TECHNOLOGIES

Advanced Articulate Storyline Development • eLearning Development • Learning Portals • Web Design (HTML, CSS, JavaScript) • Learning Experience Design • UX/UI Design • Graphic Design • xAPI/LRS/Veracity • LMS Administration • Generative AI • ChatGPT • Claude • Microsoft Copilot • AI-Assisted Coding • Gamification • Video/Audio Production • Animation • Instructional Design • Project Management • Articulate Rise • Elucidat • Synthesia • Vyond • Adobe Creative Cloud (Dreamweaver, Photoshop, Illustrator, Premiere)

PROFESSIONAL EXPERIENCE

Sodexo - Bethesda, Maryland (Remote in Nauvoo, IL)

Senior Instructional Designer | Sept. 2013 - Present

Instructional Designer | Jan. 2011 - Sept. 2013

- Designed and developed eLearning courses and digital learning tools using instructional design principles and authoring tools: Articulate Storyline, Rise, Lectora, Captivate, Elucidat, iSpring, Synthesia, and Vyond.
- Brought development of learning portals (websites) in-house, reducing reliance on external vendors and saving the organization thousands of dollars in development costs.
- Designed and developed learning portals (websites) with Articulate Storyline to provide learners with a centralized and streamlined experience for accessing program-related training content while also simplifying development and maintenance.
- Created custom UX/UI concepts and visual designs for learning portals, eLearning, and digital tools, then translated those designs into functional digital learning experiences.
- Extended Storyline functionality with variables, triggers, JavaScript, and AI-assisted development to create custom learner experiences.
- Implemented and administered xAPI and a Learning Record Store (Veracity), including custom reporting dashboards used to analyze learner activity within learning portals.
- Built portal progress-tracking functionality that stored learner completion data in an LRS and used JavaScript to retrieve the data in Storyline across browser sessions, allowing learner progress to persist and display through interactive checkboxes.
- Co-developed an interactive learning game with Storyline and a companion leaderboard website using HTML5, CSS, JavaScript, jQuery, PHP, and MySQL; showcased the game at Learning Solutions 2016 DemoFest and presented it at DevLearn 2016; Articulate featured the game in its Rapid eLearning Blog.
- Administered SAP SuccessFactors LMS to support the delivery and management of organizational learning programs, training content, and learner experiences.
- Partnered with subject matter experts and project stakeholders to formulate content and collaborate throughout the design and development process.
- Managed eLearning and web projects, including timelines, documentation, project updates, and communication with project teams.
- Evaluated and applied emerging technologies, including generative AI and AI-assisted coding, to accelerate content creation, visual design, coding, troubleshooting, and development workflows.

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Carthage Veterinary Service - *Carthage, Illinois*

Multimedia Training Manager | Jan. 2007 - Jan. 2011

Multimedia Developer | Jun. 2004 - Jan. 2007

- Designed and developed 200+ eLearning courses for the swine industry using instructional design principles, Authorware, Lectora, and Flash, along with photography, instructional video, audio, graphic design, and UX/UI design.
- Supervised a team of Multimedia Developers and served as the lead developer.
- Partnered with clients and subject matter experts to develop learning content.
- Managed eLearning projects, including budgets, timelines, communication, and project-team coordination.
- Evaluated and implemented eLearning tools and technology and served as the web designer for company websites.

LEADERSHIP & COMMUNITY INVOLVEMENT

- Youth basketball and softball coaching roles since 2017; currently the high school girls basketball assistant coach at Hamilton, Illinois High School.
- President of the Nauvoo Athletic Association, overseeing local youth baseball and softball.

EDUCATION

Western Illinois University - Macomb, Illinois

Bachelor of Science, Instructional Design & Technology, May 2004 | Minors: Computer Science; Information Management

Southeastern Community College - Keokuk, Iowa

Associate of Arts, May 2001