

KENNY HAAS

LEARNING TECHNOLOGIST | LEARNING EXPERIENCE DEVELOPER | ELEARNING DEVELOPER | WEB DESIGNER

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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, interactive learning tools, and websites. 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.

TECHNICAL SKILLS

Articulate Storyline • Articulate Rise • Elucidat • Synthesia • Vyond • Adobe Creative Cloud (Dreamweaver, Photoshop, Illustrator, Premiere) • Web Design (HTML, CSS, JavaScript) • xAPI/LRS/Veracity • LMS Administration • Generative AI • ChatGPT • Claude/Claude Code • Microsoft Copilot

CORE SKILLS

eLearning Development • Instructional Design • Learning Experience Design • Learning Portals • UX/UI Design • Graphic Design • Gamification • AI-Assisted Coding • Video/Audio Production • Animation • Project Management

PROFESSIONAL EXPERIENCE

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

Senior Instructional Designer | Sept. 2013 - Sept 2026

Instructional Designer | Jan. 2011 - Sept. 2013

- Evaluated and applied emerging technologies, including generative AI and AI-assisted coding, to accelerate content creation, visual design, web design/coding, troubleshooting, and development workflows.
- Designed and developed eLearning courses and digital learning tools using my web design background, instructional design principles and authoring tools: Articulate Storyline, Rise, Lectora, Captivate, Elucidat, iSpring, Synthesia, and Vyond.
- Designed and developed more than 15 learning portals with Articulate Storyline to provide learners with a centralized and streamlined experience for accessing program-related training content while also simplifying development and maintenance.
- Brought development of learning portals in-house, reducing reliance on external vendors and saving the organization thousands of dollars in development costs.
- Created custom UX/UI concepts and visual designs for learning portals, websites, eLearning, and digital tools, then translated those designs into functional digital learning experiences.
- Articulate Storyline expert: 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 business owners and subject matter experts to collaborate throughout the design and development process.
- Managed eLearning and web projects, including timelines, documentation, project updates, and communication with project teams.

Carthage Veterinary Service - *Carthage, Illinois*

Multimedia Training Manager | Jan. 2007 - Jan. 2011

Multimedia Developer | Jun. 2004 - Jan. 2007

- Evaluated and implemented eLearning tools and technology.
- Served as the lead web designer for company websites.
- 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, business owners and subject matter experts to collaborate throughout the design and development process.
- Managed eLearning projects, including budgets, timelines, communication, and project-team coordination.

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 programs.

EDUCATION

Western Illinois University - Macomb, Illinois

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

Southeastern Community College - Keokuk, Iowa

Associate of Arts

CERTIFICATIONS

Vibe Coding Fundamentals (Developing with AI), Learning Dojo (2026) • JavaScript within Articulate Storyline 360, Learning Dojo (2026) • xAPI Fundamentals Course, Learning Dojo (2023) • ATD Essentials of Brain-Based Learning (2019) • ATD Microlearning Certificate (2019) • ATD Essentials of Making Powerful Infographics (2018) • ATD Mobile Learning Certificate (2017) • Articulate 360 Class (2017) • Designing Effective Learning Games Workshop, Learning Solutions Conference (2016) • ATD Essentials of Technical Training (2013) • ATD Graphic Design (2012) • ATD Advanced eLearning Instructional Design Certificate (2012) • ATD eLearning Instructional Design Certificate (2011)