

Arron Kotowski

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Summary

Instructional Designer with 5+ years of experience developing SCORM-compliant eLearning solutions and LMS-integrated training programs for higher education and corporate environments focused on AI integration, Cybersecurity, and Sales Training. Proven track record of improving learner engagement by an average of 30% through multimedia-rich courses built in Articulate Storyline and custom-coded HTML/CSS/JavaScript solutions. Skilled at translating complex technical and medical content into accessible, WCAG 2.0-compliant training materials through collaborative needs analysis and SME partnerships.

Qualifications

Technical Skills

Authoring Tools: Storyline 360, Rise 360, Adobe Captivate
Design Software: Adobe Creative Suite (Premier Pro, Photoshop)
Web Technologies: HTML5, CSS3, JavaScript, SCORM 1.2/2004
Animation: Vyond, Powtoon, After Effects, Camtasia
LMS Platforms: Canvas, Blackboard
Collaboration: Google Workspace, SharePoint, M365, Asana
LMS Administration: Catalog Management, SCORM Deployment

Core Competencies

ADDIE/SAM Methodologies, Bloom's Taxonomy, Gagne's 9 Events
WCAG 2.0/2.1 Accessibility Compliance
Learning Needs Analysis & Performance Gap Analysis
Storyboarding, Script Writing & Scenario Design
Video Production, Multimedia Production & Editing
Quality Assurance & Peer Review Processes
Project Management & Stakeholder Communication

Work Experience

Learning Technologist - Johns Hopkins University - February 2023 to Present

- Served as primary learning technologist liaison for 30+ faculty members and 8-person instructional design team, coordinating course launches across 10+ certificate programs and managing concurrent projects with competing deadlines using Asana project management platform.
- Developed comprehensive Business course curriculum which included 15 Canvas modules with embedded video demonstrations, interactive simulations, and knowledge checks, utilizing HTML5/CSS3 for custom interface elements and JavaScript for advanced learner tracking and branching scenarios applying ADDIE methodology and Bloom's Taxonomy to ensure alignment between learning objectives, assessments, and instructional strategies.
- Created and facilitated 5+ professional development workshops for faculty and staff using professionally designed slide decks and hands-on activities, training 30+ participants on instructional technology tools and achieving 4.7/5 average effectiveness ratings.
- Conducted one-on-one and small-group technology consultations for faculty and TAs, covering tools including Canvas, Genially, H5P interactive content, and MyMedia video management, enabling 30+ instructors to independently integrate multimedia elements into their courses.
- Collaborated with IT and LMS administration teams to troubleshoot technical issues, test new Canvas features, and provide user feedback that influenced 3 platform enhancement requests including enhanced SpeedGrader functionality and bulk assignment settings.

Instructional Design Technology Specialist - CSU Global - August 2022 to December 2024 (Part-Time Contract)

- Facilitated course development meetings with SMEs, department chairs, and curriculum committees, translating academic requirements into instructional specifications, creating detailed storyboards, and negotiating scope & timelines that kept 90% of projects on schedule.
- Developed and maintained institutional Canvas design framework using HTML/CSS, including 25+ reusable page templates, custom CSS stylesheets, and JavaScript utilities that standardized user experience across 250+ courses and reduced development time by 25%.
- Established accessibility-first design practices for all new course development, creating accessibility checklists, conducting peer reviews, and training 12 team members on WCAG 2.0 guidelines, resulting in 85% of new courses meeting compliance standards on first quality review.
- Led comprehensive accessibility audit and remediation of 75+ existing courses to meet WCAG 2.0 AA standards & Section 508 Compliance, correcting 1,000+ issues including alt text, heading structure, and keyboard navigation, improving institutional accessibility scores to 94%.

Jr. Instructional Designer - KnowBe4 Inc. - November 2019 to August 2022

- Managed 100+ course catalog, conducting monthly audits to ensure metadata accuracy, proper categorization, and correct SCORM package associations, improving course search functionality and reducing learner access issues by 40%.
- Facilitated ongoing bi-weekly project status meetings with cross-functional stakeholders including SMEs, marketing, sales, and product teams, managing expectations, communicating timelines, and resolving conflicting priorities across 8-12 concurrent course development projects.
- Designed and storyboarded 20+ interactive eLearning modules for Cybersecurity & sales enablement program using custom authoring software, including scenario-based assessments, branching simulations of customer interactions, and gamified knowledge reinforcement with video production and HTML/CSS, serving a 1000-person global sales organization.

Education

- **M.S. in Instructional Systems (2019-2020)** - Florida State University
- **B.A. in Philosophy (2014-2016)** - University of Central Florida