

JORDAN CAMERON

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Instructional Design / Learning & Development Leader

- Versatile instructional design professional with extensive experience in creating accessible and innovative learning solutions.
 - Adept at championing digital learning initiatives and driving organizational success through innovative curriculum development and effective training strategies.
 - Proven ability to lead and coach cross-functional teams, manage projects, and cultivate stakeholder relationships.
 - Committed to revolutionizing learning landscapes and empowering individuals for sustained success.
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WHAT YOU SHOULD KNOW ABOUT ME

- ✓ **Enthusiastic:** I create a positive and determined sphere in which to operate, and I inspire others to do the same! I want to be the BEST at what I do, and I love working with people who have the same ambition.
- ✓ **Impactful:** I seek opportunities to solve BIG problems with efficient, sustainable, and scalable solutions. I enjoy creating learning environments that are effective in the long term.
- ✓ **Observant:** Years ago, I set a goal to become a great listener– personally and professionally. I can confidently say that I listen to understand and analyze situations to find the most appropriate strategies to address needs.
- ✓ **Critical Thinker:** I make connections and identify commonalities in ways that others often overlook. I am adept at understanding the data and connecting those realizations to current and seminal research-based effective practice.
- ✓ **Communicator:** I love connecting with others one-on-one or through public speaking. I find building relationships the most important first step in creating any learning experience.

WHAT I CAN OFFER

- 24+ years in education; 15+ years building & leading teams
- Proven success in planning, developing, and providing innovative learning solutions for a wide variety of audiences.
- Strong inclusive design background and ability to relate ROI and business case rationales for building and maintaining ADA-compliant and accessible learning environments.
- Innate ability to lead others through coaching.

SUPER SKILLS

Adaptable | Collaborative | Versatile | Trustworthy | Analytical | Decisive

PROFESSIONAL EXPERIENCE

Manager, Instructional Design | Product, Marketing, and Training
Rheem North American | Roswell, GA

2024-Present

- **Spearheaded the design and deployment of a proprietary Rheem instructional design framework**, accelerating development and **ensuring 100% of New Product Introduction (NPI) training projects were delivered on or ahead of schedule.**
- Architected and established organizational learning standards and a comprehensive Learning Maturity Model to scale instructional quality, track efficacy, and elevate cross-departmental capabilities.
- Direct end-to-end learning strategy across sales enablement, product training, process optimization, and change management to support high-stakes business launches and seamless customer experiences.

- Oversee multi-track curriculum portfolios across Product, Marketing, and Training departments, **driving consistent execution and measurable quality for both internal teams and external customers.**

Director of Instructional Design & Curriculum Development | Product Director

2021 - 2024

Edovate Learning Corp. | Catasauqua, PA

- Supervised product development and curriculum design processes from conception to implementation.
- Oversaw multiple curriculum and **instructional design projects (10+ large projects running consecutively)** to ensure timely and successful product launches.
- **Achieved significant cost savings (50% under budget for 2024)** by employing standards of excellence by establishing comprehensive processes, procedures, and a proficient product development team.

Standards & Practice Lead | Program Development Owner

2021

2019-

Western Governors University | Salt Lake City, UT

- Devised curriculum maps to illustrate alignment of program outcomes, standards, competencies, and assessment strategies.
- Guaranteed learner experience enhancement by **defining and enforcing WGU standards of excellence for accessible learning**, complying with ADA, Section 504, Section 508, WCAG, ATAG, UAAG, WAI-ARIA, and UDL principles.
- Provided university-level inspirational leadership through monthly communication with all staff and featured presentations about our diverse student populations (**part of my job was to tell these students' stories to influence others to engage with accessibility initiatives**).

Assistant Director of Distance Learning | Instructional Designer

2011-2019

Kennesaw State University | Kennesaw, GA

- **Enabled design of online courses for three fully online graduate degree programs by collaborating with over 50 university faculty members.**
- Tailored instructional content and delivery methods to meet the diverse needs of learners.
- Provided multi-modal (online, in-person, and hybrid) instructional design & accessibility training to **10+ distance learning staff and 200+ university full-time and part-time faculty members.**

EDUCATION

Specialist of Education, Major in Learning, Design, & Technology (Instructional Design & Development) | University of Georgia, Athens, GA | 2012

Master of Science in Education, Major in Information Technology | Georgia College and State University, Milledgeville, GA | 2006

Bachelor of Science in Education, Major in English Education | University of Georgia, Athens, GA | 2003

ACCOMPLISHMENTS

- Certified Professional in Accessibility Core Competencies, International Association of Accessibility Professionals (IAAP)
- Distance Learning Administration Conference, AliveTek Innovation in Distance Education Wagner Award
- KSU Presidential Commission on Disability Strategies and Resources, Carol J. Pope Award for Distinction
- Campus Technology Magazine, Impact Awards - IT Infrastructure & Systems