



Robert McKinnon

Learning Experience Designer

Portfolio

Contact

989-414-7904

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Farmington Hills, MI

Skills

- UX Design
- Video Production
- Course Authoring
- LMS Management
- Case Study Research
- Project Management
- Data Analysis
- Accessibility (WCAG)
- Spanish (Limited Working)

Summary

Full-Stack Learning Experience Designer with 15 years of training optimization and content design. I break down complex topics and business data into digestible, user-centered training solutions with measurable results. My role involves frequent cross-functional collaboration.

Experience

- **Instructional Design Analyst**
Blue Cross Blue Shield of Michigan • November 2020 - Present
 - Led gap analysis of ILT classes to increase new hire proficiency
 - Analyzed 30/90 day post-training surveys for data driven improvements
 - Streamlined Clinical CareAdvance software courses to reduce cognitive load
 - Advocated policy migration to searchable knowledge base for efficiency
 - Managed the SharePoint site for Medicare Advantage Care Management
 - Administered the Cornerstone LMS and produced analytical reports
- **Sr. Instructional Designer**
General RV Center • March 2020 - October 2020
- **Instructional Designer**
Belle Tire • June 2017 - March 2020
- **Instructional Designer**
Sun Communities • July 2016 - June 2017
- **eLearning Developer**
Dow • September 2015 - June 2016
- **Technology Systems Specialist**
Dow • September 2012 - September 2015
- **Jr. Web Designer**
Delta College • April 2010 - August 2012

Education

- Human-Computer Interaction, MS
Iowa State University • 2019
- Marketing, BBA
Northwood University • 2014
- Art & Design, AFA
Delta College • 2012