

NICHOLAS RIDER

INSTRUCTIONAL DESIGNER

PROJECT MANAGER

PROBLEM-SOLVER

EDUCATION TECHNOLOGIST

LEADER

PROFESSIONAL SUMMARY

Versatile Learning Experience Engineer with over 15 years in technology, 10 years in education, 8 years in leadership, and 5 years in marketing. Proficient in optimizing results by leveraging available resources and demonstrating a comprehensive understanding of learning development. Experienced in selecting and implementing learning management systems, migrating courses across platforms, designing UI/UX components, collaborating with schools, departments, and faculty on curriculum development, partnering with SMEs to create world-class courses, and producing digital learning objects. Recognized for resourcefulness, dedication, intentionality, innovative thinking, and a strong learner-centric focus. Passionate about investing in people and committed to achieving excellence.

EXPERTISE

- Instructional Design
- Education Technologies
- eLearning Authoring Tools (Storyline, Captivate, Camtasia)
- Learning Management Systems (D2L, Canvas, Bb, Moodle)
- Learning Object Development
- Usability Testing/Reporting
- AI Prompt/Process Engineering
- Process/Product Documentation
- Client/IT Relations
- Project Management
- Business Systems Analysis
- Systems Migrations
- Information Architecture
- Web Development
- Learning and Web Analytics
- Multivariate Testing
- Content Management
- Process Improvement
- Adobe Creative Suite
- Content Management Systems (Cascade Server, Ektron, WordPress, SharePoint)
- MS Project, Asana, Wrike, Basecamp, Monday
- Leadership/Management
- QA Testing
- HTML/CSS/XHTML
- Interface Layout/Design

PROFESSIONAL EXPERIENCE

CAMPUS, INC– Marion, Indiana

(2020 – Present)

VP Instructional Design Teams

- Lead and manage Instructional Design initiatives for Campus, Inc.
- Provide direction to teams responsible for crafting world-class learning experiences
- Advocate for innovation and learner-centered design methodologies
- Collaborate with academic partners and SMEs to achieve Campus Course Development quality standards
- Offer insights into product design, including theme, UI/UX, usability expectations, and competitor analysis
- Drive measurable outcomes (academic and corporate) using analytics and dashboard insights
- Facilitate seamless collaboration by resolving conflicts, problem-solving for clients, and liaising with internal IT

INDIANA WESLEYAN UNIVERSITY – Marion, Indiana

(2018 – 2020)

Executive Director Marketing Enrollment/Automation (interim VP Marketing)

- Lead and manage digital solutions teams for enrollment and marketing
- Direct website redesign initiatives, content updates, and maintenance
- Oversee SEO and SEM strategies for public-facing web properties

- Manage CRM initiatives and ongoing CRM operations
- Coordinate digital advertising, including paid search, affiliate lead vendors, display advertising, and more
- Ensure brand consistency and compliance with regulatory governance for digital initiatives
- Establish a foundational framework for long-term marketing success

ORBIS EDUCATION – Carmel, Indiana

(2017 – 2018)

Instructional Designer II / Product Team

- Guide subject matter experts through the ID process to develop effective online instruction
- Design learning experiences using evidence-based approaches to enhance learner achievement and retention
- Manage client relationships and offer innovative solutions to institutional challenges
- Model instructional design best practices and mentor instructional design and e-learning staff
- Provide leadership in scalable development, user experience design, and learning analytics
- Conduct faculty training on online course delivery, teaching competencies, and education technology

INDIANA WESLEYAN UNIVERSITY – Marion, Indiana

(2015 – 2017)

Sr. Instructional Designer (prev. Instructional Designer) / Center for Learning and Innovation

- Evaluate curriculum for alignment of outcomes, assessments, and instructional practices
- Collaborate with course writers to facilitate effective course development
- Incorporate technology in the design and development of learning objects and tools
- Communicate within and beyond the CLI regarding course development and instructional design practices
- Offer leadership and guidance in creative endeavors and act as stand-in for the Director

INDIANA WESLEYAN UNIVERSITY – Marion, Indiana

(2013 – 2015)

Systems and Technology Administrator / Center for Learning and Innovation

- Act as technical advisor on systems and technology essential to faculty development and student learning
- Manage CLI website content, social media, and branding efforts
- Lead multiple work streams for the Next Generation Digital Campus initiative
- Serve as an executive committee member for the Midwest Scholars Conference
- Support the Residential and Non-Residential campuses with web efforts
- Design and deliver training content and materials related to IWU's learning management system

INDIANA WESLEYAN UNIVERSITY – Marion, Indiana

(2008 – 2015)

Web Analyst and Content Manager / Information Technology & Marketing

- Oversee information architecture for large-scale internal and external websites
- Collaborate with university stakeholders to develop web solutions for marketing and operations
- Consult on web standards and site usability, conducting comprehensive usability testing
- Provide content management training for various departments and divisions
- Participate in user-interface design and offer research-based support for site-building decisions
- Supervise student staff for development and maintenance of university websites

EDUCATION

PURDUE UNIVERSITY – West Lafayette, IN

Master of Science in Education - Learning Design and Technology

NOTRE DAME UNIVERSITY – South Bend, IN

Professional Certificate in Management

INDIANA WESLEYAN UNIVERSITY – Marion, IN

Bachelor of Science - Business Information Systems

QUALITY MATTERS

Applying the Quality Matters Rubric (APPQMR)

ASQ – (in progress)

Lean Six Sigma Yellow Belt

REFERENCES

Available upon request