

DAS JANSSEN

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Skilled Instructional Designer with 10+ years of experience and a proven record of crafting persuasive, client-focused instruction that translates complex ideas into crisp, persuasive courses. Adept at balancing strategic thinking with creative execution to optimize messaging for diverse target audiences. AI experience in refining prompting tactics for best results and responsible use.

KEY SKILLS

- ✓ Adult learning principles
- ✓ Strategic storytelling
- ✓ Creative innovation
- ✓ Storyline, Rise, Xyleme, & Evolve
- ✓ Accessibility & brand standards
- ✓ Global collaboration
- ✓ AI literacy & responsibility
- ✓ Cross-functional collaboration
- ✓ Logic & critical thinking

CAREER THEMES

Innovative Training: Developing diverse materials for scenario-based trainings designed to address specific needs of various Fortune 500 client corporations.

Artificial Intelligence Innovation: Maintaining currency with AI, working with leading companies shaping this emerging field. A teaching background in Logic, Critical Thinking, and Ethics positions me to provide crucial human oversight to AI outputs.

B2B Relationship Management: Fostering fruitful rapport with client corporations in the technology, retail, airline, mining, insurance, pharmaceutical, banking, NGO, and real estate industries.

PROFESSIONAL EXPERIENCE

Instructional Designer 2024-present & Content Developer/Senior Content Developer 2017-2022, NIIT (USA), Inc., Chicago, IL
Design, write, edit, and build 10-20 instructor-led and digital courses per year for corporate clients in a wide variety of business areas. Projects typically range from \$30K to over \$600K in total value, depending on scope, scale, and media requirements.

- Develop and revise dozens of instructor-led and web-based courses for firms in the airline, pharmaceutical, banking, and real estate industries, at all learning levels and in a wide variety of business areas
- Leverage generative AI tools to create scalable content, scripts, and FAQs, cutting production time by 30-60% for clients
- Collaborate closely with cross-functional media, animation, voiceover, and programming teams to deliver professional, engaging, brand-compliant deliverables
- Lead projects from kick-off through final delivery by driving creative direction, managing timelines, and ensuring all content reflects strategic positioning and client objectives
- Partner with stakeholders to define needs, solutions, and win themes that strengthen strategies and elevate deliverables

Lead Designer, EPAM Systems, Newton, PA | 2022-2024

Designed, wrote, edited, and built hybrid and digital courses.

- Researched, storyboarded, and built an extensive multichannel professional development curriculum for mid-career professionals, including eLearning, mentorship, a capstone project, and scenario-based exercises, reflecting ~\$135K-\$295K in vendor-equivalent value
- Composed, simplified, and documented internal processes, procedures, and standards for a FAANG client

EDUCATION

PhD, Philosophy, Fordham University, Bronx, NY
MPhil, Philosophy, Fordham University, Bronx, NY

MA, Humanities, Old Dominion University, Norfolk, VA
BA, Theatre & Dance, Old Dominion University, Norfolk, VA