

John W. Alexander, III MAEd.
San Diego, CA 92130 858-847-5038
john3rd73@gmail.com

Summary

I am an education professional with over fifteen years of higher education instructional design experience collaborating with and supporting faculty, Subject Matter Experts (SMEs), and other key stakeholders in the design of high-quality online credit degree programs and non-credit certificate programs. My approach focuses on online learning best practices, concierge-level customer service, humor, empathy, student engagement, and inclusion. I hold an M.A.Ed. in Educational Technology from San Diego State University, a BA Cum Laude from The University of Pennsylvania, and a TESOL certificate from UCSD Extension.

Technical skills

Blackboard	Canvas	HTML/CSS	Python
Adobe Creative Cloud	Blender	Unity	C#
LMS Administration	Video	Audio	Programming

Certifications and Trainings

- Independent Applying the QM Rubric (APPQMR) QM Quality Matters Issued November 2020, No Expiration Date
- CSU Q2: Reviewing Courses Using the QLT Instrument, CSU Academic Technology Services, Online Course Services, Issued August 2021, No Expiration Date
- QLT Advanced Course, CSU Academic Technology Services, Online Course Services, Issued January 2022, No Expiration Date
- Miro Essentials, Issued January 2022, No Expiration Date
- Equity, Implicit Bias, and Microaggressions Professional Learning Seminar (2020).
- Complete Python Developer in 2022: Zero to Mastery (2022). Udemy
- Full Stack Web Development Bootcamp (2022). Udemy
- Camtasia 2021 Explorer Certification, TechSmith Corporation, Issued January 2022, Expires January 2024
- Adobe Creative Educator Level 1, Issued December 2021, No Expiration Date
- Adobe Creative Educator Level 2, Issued May 2022, No Expiration Date
- Adobe Design Your Creative Course, Issued May 2022, No Expiration Date
- Unity Essentials, Issued Oct 2022, No Expiration Date
- Unity Jr Programmer, Issued Apr 2023, No Expiration Date

Professional Experience

San Diego State University, Global Campus

Sr. Instructional Designer

Director, Instructional Design

Instructional Designer

San Diego, CA

April 2021 - present

September, 2013-April, 2021

April, 2012-September, 2013

- **Instructional Design:** Lead ID for Undergraduate Business Degree Completion, Communications, Economics (credit) and Business of Craft Beer, Business of Wine, Meeting & Event Planning, Management and Leadership (non-credit)
- **Python:** Successfully used G Poore Python code (GitHub) as well as Replit to convert text file of quiz to QTI Zip file for easy import into Canvas LMS
- **American Language Institute:** Designed, developed, and delivered two face-to-face workshops: Canvas Orientation, Advanced LMS each three hours in length to 22 Fulbright Scholars at the American Language Institute
- **Course Conversion:** Successfully led the design for conversion to online format of 20+ online courses for The Fowler College of Business Online Degree Completion/Microsite Program and 20+ online courses for The School of Communication Online Degree Completion/Microsite Program
- **Faculty Development:** Coached and guided faculty and instructors in the design and development of 200+ credit and non-credit online courses using the Blackboard Learning Management System (LMS) and Canvas LMS leading to highly engaging, student-focused virtual learning experiences
- **Non-Credit:** Led design for conversion of entire face-to-face non-credit course catalog to Zoom and Canvas-based remote delivery
- **LMS Administration:** Administered Blackboard LMS and Qualtrics survey platform
- **Training:**
 - Trained 30 staff members in survey creation, distribution, data & analytics and reporting functions of Qualtrics survey platform leading to enhanced data collection and reporting capabilities across the organization.
 - Trained 60+ instructors in Camtasia Studio in 2018:
 - Installation/troubleshooting, Lecture capture, editing, sharing to YouTube, Embedding videos in Blackboard course. Led to production of faculty-produced, high-quality videos in online courses
- **Camtasia Studio:** Managed faculty lecture production using Camtasia Studio and YouTube

- **VR Speaking Presenter:** GatherVerse 2022, “VR Through an Instructional Design Lens”
- **Volunteer:** Volunteer for Educators In VR
- **Supervisory Experience:** Supervised two part-time Instructional Designers and up to five part-time MIS Graduate Students

Ashford University <i>Online Associate Faculty</i> Teaching: Taught EDU 360, Philosophy of Education	Virtual 2011-2012
LearningU <i>Instructional Designer</i> Instructional Design: Designed and developed advanced business English course. Administered BrainHoney LMS	Virtual 2011-2012
Palomar College <i>Writing Tutor</i> Writing: Assisted Palomar College students with their writing	San Diego, CA 2011-2012
Southern States University <i>Substitute ESL Instructor</i> ESL: Taught ESL	San Diego, CA 2010
Spectrum Pacific Learning <i>Senior Instructional Designer</i> <i>Instructional Designer</i> Instructional Design: Authored eLearning sales training course for Yahoo!. Created eLearning legal sales-training courses for Wolters Kluwer. Wrote content for eLearning sales demos. Analyzed National University online course content to determine interactive activities.	San Diego, CA 2007-2010 2006-2007
San Diego State University, Instructional Technology Services Department (ITS) <i>Student Assistant</i> LMS Administration: Trained faculty in Blackboard LMS. Operated Blackboard help desk	2004-2006

Education

- San Diego State University**
Master of Arts, Educational Technology
- University of California, San Diego**
Professional Certificate in Teaching English To Speakers of Other Languages
- University of Pennsylvania, Philadelphia**
BA, Russian Language and Literature, Cum Laude

Conference Presentations

1. UPCEA 2014 WEST REGION CONFERENCE – October, 2014 – Invited Speaker “Raising The Stakes To Create Top Instructors”
2. LERN ANNUAL CONFERENCE – November, 2014 – Invited Speaker “The Evolution Of Online Course Design at SDSU CES”
3. LERN North America Faculty Development Conference – March, 2015 – Invited Speaker “Promoting Instructor Presence in Online Courses Using Streaming Video”
4. LERN ANNUAL CONFERENCE – December, 2015 – Invited Speaker “Growing Your Online Presence Via Effective Course Design”
5. GatherVerse 2022 – February 2022 – Recorded Conference Presentation “VR Through an Instructional Design Lens”
6. GatherVerse 2022 – February 2023 – Recorded Conference Presentation “Emerging Technologies Through a Pragmatic Lens”