

# JOHN W. ALEXANDER, III, MA.Ed.

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## PROFESSIONAL SUMMARY

Innovative Education Professional with 20 years of higher education instructional design experience. Expert in collaborating with faculty and Subject Matter Experts (SMEs) to architect high-quality credit degree and non-credit programs. Specialized in the integration of emerging technologies—including VR and AI—to create engaging, student-focused learning experiences. My approach emphasizes online learning best practices, empathy, student engagement, inclusion, and humor.

## CORE COMPETENCIES

- **Instructional Design:** Online Course Design, Faculty Development, Quality Matters (APPQMR), QLT Advanced.
- **Emerging Technology:** VR/XR Implementation, GenAI (GPT-4/o), Advanced Prompt Engineering, Unity.
- **LMS Administration:** Canvas, Blackboard.
- **Multimedia Production:** Adobe Creative Cloud, Canva, Camtasia Studio, 360-Degree Video.

## PROFESSIONAL EXPERIENCE

San Diego State University, Global Campus | San Diego, CA Senior Instructional Designer | April 2021 – Present

- **Strategic Program Architecture:** Lead Instructional Designer for Undergraduate Business, Communications, and Big Data Analytics degree completion programs.
- **XR/VR Innovation:** Spearheaded a VR Pilot for the Osher Lifelong Learning Institute, leveraging Oculus Quest 2 headsets and 360-degree video to enhance engagement for adult learners.
- **Institutional Leadership:** Served on the Values in Action (VIA) Committee, collaborating with cross-functional stakeholders to recognize employees espousing core organizational values.
- **Leadership & Professional Development:** Volunteered to be an UPCEA Uplift Program Mentee (2024) and Mentor (2025), contributing to national leadership discourse in professional education.
- **International Collaboration:** Designed and delivered Canvas and LMS workshops for 22 Fulbright Scholars at the American Language Institute.
- **Mentorship:** Direct the professional development of 3 student assistants in instructional design and media production.

Director, Instructional Design | September 2013 – April 2021

- **Operational Scale:** Supervised a team of Instructional Designers and MIS graduate assistants to convert 12 courses in the BSBA program to online delivery for the Fowler College of Business.
- **Crisis Response:** Orchestrated the rapid migration of the entire non-credit catalog to remote delivery via Zoom and Canvas during COVID-19.
- **Multimedia Strategy:** Coached 60+ instructors in Camtasia Studio for lecture capture and high-quality video production.
- **Data Analytics:** Administered Blackboard LMS and Qualtrics survey platform, training 30 staff members in data analytics.

## **SELECTED PERSONAL PROJECTS (Synced with Portfolio)**

- Cape May VR | Spatial Persistence: Architecting a "blank slate" Unity VR environment to explore the intersection of physical memory and digital persistence through AI world-building.
- Marble AI | 3D World Modeling: Experimenting with 2D prompting to 3D spatial models, transforming passive observation into immersive action.
- The Italy Room | VR Presence: Developed a high-fidelity Unity VR prototype to test user presence and architectural scaling in immersive learning.

## **EDUCATION & CERTIFICATIONS**

- **M.A.Ed., Educational Technology** – San Diego State University.
- **B.A., Russian Language and Literature (Cum Laude)** – University of Pennsylvania.
- **Unity Certified:** Junior Programmer (2023), Unity Essentials (2022).
- **Key Design Certs:** Quality Matters (APPQMR), QLT Advanced, Adobe Creative Educator (Level 1 & 2).

## **THOUGHT LEADERSHIP & SERVICE**

- **UPCEA Uplift Program:** Mentee (2024), Mentor (2025). Engaging in high-level mentorship to advance strategic initiatives in online and continuing education.
- **Values in Action (VIA) Committee:** Contributing to institutional culture and the practical application of organizational values.
- **GatherVerse Summit (2022–2023):** Speaker on "VR Through an Instructional Design Lens" and emerging tech use cases.
- **CSGC (2023):** Presented "Mastery Through Microlessons" regarding technical learning pathways.