

Adam J. Engel, PhD, CAPM

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Instructional Design and Technology Professional Project Management | Learning & Development | Digital Accessibility

Creative learning and development professional offering expertise in educational technology, course design and delivery, project and account management, client engagement, best practices for adult learning, digital accessibility, Universal Design for Learning (UDL), storytelling, gamification, and written/verbal communication. I am prepared to:

- ◆ Design, develop, and deploy trainings/courses in multiple modalities
- ◆ Administer Learning Management Systems (LMS)
- ◆ Leverage learning theories to foreground learner agency
- ◆ Optimize content remediation workflows
- ◆ Cultivate faculty, client, vendor, and stakeholder relationships
- ◆ Collaborate on cross-functional projects
- ◆ Manage budgets
- ◆ Coordinate instructional designers and subject matter experts
- ◆ Implement project charters and plans
- ◆ Compose Statements of Work
- ◆ Facilitate goal-driven meetings
- ◆ Provide mentoring and career development

TECHNICAL EXPERTISE

- ◆ Microsoft Office: Project, Word, PowerPoint, Excel, Outlook, Teams
- ◆ LMS: Canvas, Saba, Absorb, Blackboard
- ◆ Panopto
- ◆ Articulate Storyline 360, Rise 360
- ◆ WellSaid
- ◆ Adobe Creative Cloud
- ◆ WordPress
- ◆ Drupal
- ◆ Camtasia
- ◆ ABBYY FineReader

PROFESSIONAL EXPERIENCE

Triumvirate Environmental, Inc. (TEI), Somerville, MA

CLIENT TRAINING MANAGER

08/2022 to 10/2024

The Client Training Manager oversees EHSLearn, a client-facing service that builds tailored online learning programs focused on environmental health and safety (EHS) and regulatory compliance. As the product owner, I:

- Prepared scopes, quotes, and timelines for projects that aligned with customers' business goals of reducing time spent on manual delivery and tracking of regulatory and compliance training
- Drove content creation, QC, and development processes for e-learning projects by coordinating communication and resolving conflicts among 40+ subject matter experts, 20+ sales/marketing specialists, and 5 instructional designers
- Grew EHSLearn's clientele from 7 to 15 companies, increasing yearly revenue from \$90,000 to over \$200,000
- Increased pipeline opportunities by 25% by coaching 40 account managers on the benefits of online learning
- Conducted needs analyses and demos of TEI's e-learning courses & LMS for potential clients
- Project managed the implementation and administration of Saba and Absorb LMS sites for 1,700 client employees
- Delivered inclusive, engaging learning products by applying adult learning principles and accessible design frameworks to storyboarding and development processes in an agile environment (Scrum)
- Analyzed costing, tracked budgets, managed invoicing, and built pricing models for a professional service
- Held public webinars on maximizing learner motivation and leveraging AI technologies for 150 attendees

Emerson College, Boston, MA

CREATIVE INSTRUCTIONAL DESIGNER

06/2020 to 08/2022

The Creative Instructional Designer is a team leader responsible for assessing organizational and faculty needs and rapidly deploying learning programs and technology. In this role, I:

- Proactively ensured that online course content was accessible for 5,800 students by designing, implementing, and project managing remediation workflows for curricular media (digital documents, videos, and images)
- Coordinated the Instructional Technology Group, Student Accessibility Services, and the Iwasaki Library to fulfill text-to-speech accommodations for students in 44 courses across the College
- Designed and delivered 10 online synchronous (1-to-2 hour) and 15 asynchronous (1-to-4 week) trainings for faculty and staff on digital accessibility/inclusivity, project-based learning, and Canvas/WordPress website building
- Trained and supervised 10 staff on accessibility tools: ABBYY FineReader, Adobe Acrobat Pro, Blackboard Ally
- Consulted with 80+ faculty on development, teaching, and evaluation of 60+ Canvas LMS courses
- Facilitated rapid transition to online learning during the COVID-19 pandemic via drop-in workshops

INSTRUCTIONAL TECHNOLOGIST

06/2017 to 06/2020

Instructional technologists offer faculty, staff, and students front-line support for educational technologies. Specifically, I:

- Solved technical and pedagogical problems via a ticketing system and virtual/in-person consults (2,600+ tickets)
- Streamlined use of video in asynchronous online courses by deploying the Panopto video-hosting platform
- Preserved institutional memory and encouraged consistent workflows by composing clear technical documentation

University of North Carolina at Chapel Hill (UNC-CH), Chapel Hill, NC

ASSISTANT DIRECTOR, SITES

08/2014 to 01/2017

As Assistant Director of the Studio for Instructional Technology in English Studies (SITES), I provided technical training, supervising, and mentoring for peers while overseeing departmental websites. During this time, I:

- Supervised and trained 20 graduate student staff in web design, filming, and use of audio/video editing software
- Organized weekly workshops on practical application of instructional technologies for faculty and students
- Project managed creation of a new, user-friendly English department website

RESEARCH FELLOW

08/2011 to 08/2014

As a Research Fellow in SITES, I supported UNC-CH’s LMS and digital humanities initiatives. Specifically, I:

- Facilitated transition from Blackboard to Sakai LMS via change management, training, and troubleshooting
- Organized 7 annual People, Ideas, Things (PIT) Conferences for Undergraduate Research; web-designed and edited the affiliated online *PIT Journal*; mentored undergraduate conference presenters and journal editors

TEACHING FELLOW

08/2012 to 12/2016

As a Teaching Fellow, I designed and taught in-person courses for all levels (19-35 students per course) on topics including digital humanities, poetry, rhetoric, composition, and research. In my time as a teacher, I:

- Applied backwards design principles to write syllabi and assessments for project-based courses in which learners pursued semester-long research topics of their choice
- Composed assignments emulating real-world professional genres such as grants and conference proposals

EDUCATION AND PROFESSIONAL DEVELOPMENT

CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT (CAPM) (2024), Project Management Institute (PMI)

ARTICULATE STORYLINE CERTIFICATE (2024), Association for Talent Development (ATD)

INSTRUCTIONAL DESIGN AND TECHNOLOGY CERTIFICATE (2020), University System of Maryland (via EdX)

DIGITAL HUMANITIES CERTIFICATE (2017), University of North Carolina at Chapel Hill, Chapel Hill, NC

DOCTOR OF PHILOSOPHY – ENGLISH LITERATURE (2017), University of North Carolina at Chapel Hill, Chapel Hill, NC

BACHELOR OF ARTS – ENGLISH AND PHILOSOPHY, ETHICS FOCUS (2010), The College of New Jersey, Ewing, NJ

SELECTED PUBLICATIONS AND PRESENTATIONS

Triumvirate Environmental Health & Safety Blog

- “Designing EHS Training for Retention” (2023)
- “Three Methods to Make Training Memorable” (2023)

Instructional Technology Blog

- “How to Run Your Course Like a Game of Dungeons & Dragons” (2021)
- “Three Strategies for Building Online Community” (2021)
- “How to Help Students Become Digital Storytellers” (2019)

Conference Presentation

- “Making Accessibility Attainable: A Toolkit for Engaging Your Campus.” NERCOMP. Southbridge, MA (2020)

For a complete list of publications, please visit: [linkedin.com/in/ajengel8/](https://www.linkedin.com/in/ajengel8/)

AWARDS

Academic Affairs Extra Mile Award, Emerson College (2020); **Service Excellence Award**, Emerson College (2017);

Laurence G. Avery Award for Excellence in Teaching, UNC-CH (2017)

VOLUNTEER ACTIVITIES

Emerson College: Meditation Leader (2021–present), Performance Task Force (2019–2020), Digital Librarian Search Committee (2018–2019), Workday Change Management Champion (2018–2019). Trustees of Reservations (2016–2022).