

Ritchie Owens, MFA

eLearning Developer • Instructional Design • Data Literacy • Creative Technologist

Contact



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Experience

- Instructional Design Models
- Needs Analysis
- Instructional Technology
- Curriculum Design
- Learning Outcomes Alignment

Skills

- Articulate Storyline
- Camtasia
- Articulate Rise 360
- 3D Modeling
- Animation
- Project Management
- UX/UI Design
- Storyboarding
- Content Creation and Development
- Game Design Documentation
- Figma
- Design Thinking
- Power BI

Education

PhD, General Psychology: Integrating Technology, Learning & Psychology

Grand Canyon University

Expected Graduation: August 2025

MA, Instructional Design and Technology: eLearning

University of Central Florida, January 2021

BA, Art with a Concentration in Graphic Design

Lehigh University, June 1995

June 2024 - Present

Training Consultant, Risk Adjustment Solutions COTIVITI

Winter Haven, Florida

Analyze customer needs and recommend appropriate training interventions.

- Developed templates for system training materials in alignment with the training strategy.
- Delivered application-specific training based on thorough needs analysis.
- Created and documented training materials focusing on key application functionalities.
- Coordinated with product teams to update training materials in accordance with new features and functionality.
- Developed additional support materials, including user job aids.
- Consulted and collaborated with internal departments to develop effective training materials, evaluating needs, and making sound training recommendations.
- Created course materials and teaching aids to support content delivery and skills assessments.
- Managed multiple assignments simultaneously, problem-solving, and ensuring timely, high-quality updates to training materials.
- Deployed feedback tools to assess curriculum effectiveness.
- Tracked training outcomes to ensure alignment with business objectives.
- Identified learning obstacles and facilitated interventions to enhance learning.
- Responded to trainee questions and adjusted course content as needed.
- Facilitated the delivery of technology-based and multimedia-centered training.

Mar 2022 - May 2024

Senior Associate, Enterprise Data Literacy & Culture, Instructional Design KPMG

Orlando, Florida

Promoted firm-wide data literacy as the ability to read, understand, create, and effectively communicate data as information, and ethically use data to make informed decisions, solve problems, and convey insights.

- Transformed traditional instructor-led and virtual courses into flexible on-demand training formats to accommodate diverse learning preferences and schedules, enhancing accessibility and learner autonomy.
- Used the ADDIE model to design micro-learning modules based on adult learning theories within KPMG's Enterprise Data Literacy & Culture program, specifically tailored to incrementally enhance employee understanding and application of data and analytics.
- Conducted UX research to develop educational journey maps that identified key touchpoints and optimize learning paths for stakeholders, ensuring a user-centered design approach that enhances educational effectiveness.
- Led strategic branding efforts leadership to highlight the organization's commitment to quality education in the data services sector, enhancing the appeal and credibility of instructional offerings.
- Advocated for and managing continuous learning programs aimed at fostering ongoing development in data proficiency, supporting the growth of essential skills and knowledge in a rapidly evolving industry.

Ritchie Owens, MFA



Professional Athletic Career

National Football League (NFL)

Over an eight-year career, I served as a defensive end for the Washington Football Team, Miami Dolphins, Kansas City Chiefs, and Seattle Seahawks. During this time, I demonstrated exceptional performance and resilience on the field, earning over 20 game balls in recognition of my contributions to various high-stakes matches. My tenure in the NFL showcased my dedication, skill, and significant impact in defensive play across multiple top-tier teams.

On Air Talent

Hosted “Inside the Redskins” on Home Team Sports, where I fulfilled comprehensive on-air duties including presenting team news, providing commentary on sports events, conducting interviews with special guests, promoting sponsors, and engaging with the audience through live phone calls.

April 2019 - Mar 2022

Senior Media Developer, Interactive Sales Presentation Transform SR

Lake Mary, Florida

Focused on enhancing digital guides by making content more engaging and accessible across multiple platforms.

- Created engaging and interactive content by developing 3D models and utilizing UV mapping, making educational materials more appealing and accessible across different platforms, enhancing the experience.
- Understanding the learner's needs to design effective instructional interfaces. Ensuring that the UI/UX is intuitive and tailored to facilitate seamless learning, improving engagement and satisfaction.
- Leverage C#, Unreal engine and Unity 3D to create interactive elements within software, to allow for the customization of experiences to adapt to individual interactions, enhancing the dynamism and responsiveness of the tools.
- Designed animations and user interfaces to contribute to the development of multimedia learning resources, which was essential in maintaining user interest and explaining complex concepts through visual representation.
- Effectively managing logic and data to ensure that the content is delivered accurately and efficiently, facilitating a better learning environment.
- Conducted stakeholder and review meetings interating product designs for use in the sales presentation.

May 2021 - Dec 2021

Instructional Design, Learning Experience Designer Ellucian

Winter Haven, Florida

Played a critical role in the development and implementation of digital learning solutions across various colleges and universities.

- Pivotal role in the development of digital learning solutions for a range of colleges and universities using platforms such as Blackboard and Canvas.
- Crafted engaging and relevant content across multiple instructor-led media for a diverse array of courses. Successfully condensed course duration from 15 weeks to an intensive eight-week format, maintaining course integrity and learning outcomes.
- Actively involved in faculty development programs, offering comprehensive support for Learning Management Systems (LMS) and associated applications. This has ensured a seamless transition and efficient utilization of the systems, enriching the teaching-learning process.

Dec 2010 - April 2019

Media Developer, Interactive Design Sears Home Improvement

Lake Mary, Florida

Enhanced user engagement and learning by developing customized, interactive software responsive to user inputs.

- Facilitated user interactions by customizing and ensuring that the software is interactive and responsive to user inputs, promoting active learning and engagement.
- Created and expanded library of visual assets (both 2D and 3D) aligned with multimedia materials that enhance understanding and retention of information.
- Used advanced design tools to create and script interactive simulations that were crucial in providing practical, real-world context to users. Allowing them to explore complex product features in a controlled environment, enhancing their learning through practical application and visualization.