Design Field Guide

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Outline Storyboard

Senior Instructional Designer with 10+ years of experience designing and scaling learning solutions for global organizations across technology, government, healthcare, aviation, and defense. Proven ability to translate complex systems and emerging technologies — including AI — into accessible, performance-focused learning across ILT, eLearning, blended, and video-based formats.

Format	Nonlinear / self-directed web experience	**Paths**	Micro (quick) · Macro (full exploration)
Audience	Hiring managers, L&D; leaders, design peers	**Sections**	23 screens across 9 topic groups
Output	Portfolio / interactive resume	**Compliance**	Section 508 / WCAG — built in from the start

00

Home — Entry & Path Selection

The first screen the learner sees. Sets tone, establishes identity, and gives the learner control.

SCREEN	CONTENT	INTERACTION NOTE
Welcome	Name, title, one-line role statement. Brief orientation — what this is and why it exists.	Static. Clean first impression.
Path choice	Two options side by side: • Micro — fast overview, key highlights • Macro — full exploration, all sections	Learner selects a path. Main branch point. Both use the same content structure — depth varies.
Navigation hint	Short instruction on how to move through the guide.	Passive. Should not get in the way.

→ *Micro surfaces ~6 key sections. Macro unlocks all 23. Same shell, different depth.*

01

About This Guide

Orients the learner to what they are experiencing and why it is designed this way.

SCREEN	CONTENT	INTERACTION NOTE
Overview	This is a living design environment — not a slide deck. It demonstrates thinking through the act of experiencing it.	Static intro. Consider a short design callout to reinforce the meta-message.
Learning objectives	6 objectives written with action verbs (Bloom's): • Explain approach to a new engagement • Identify the right delivery modality • Describe how he navigates deadline vs. quality • Evaluate gamification, microlearning, SBT, ILT • Recognize how cultural context shapes design • Identify measurable outcomes and career scope	Consider making each objective selectable — jumps to that section.

→ *A design note explains why objectives are written this way — modeling good practice.*

02

Performance Thinking

Diagnose before designing. Two screens using scenario and stakeholder interactions.

SCREEN	CONTENT	INTERACTION NOTE
The real problem	Scenario: stakeholder requests a refresher course. Data shows errors cluster on one day — workflow issue, not knowledge gap. Learner picks a first move: • Start gathering content • Request discovery first • Update existing materials • Send a needs assessment survey	Choice with feedback. Each option shows its consequence. One reflects performance-first thinking.
Stakeholder conversations	Scenario: VP requests a full training program immediately. Learner selects a response approach.	Same choice model. Followed by a free-text reflection field (local only, not submitted).

→ *Stat callout: 70% participation increase, 40% course score increase (DoD — result of diagnostic approach).*

03

Design Strategy

Four screens: modality selection, scope/quality tradeoffs, roadblocks, and agile PM.

SCREEN	CONTENT	INTERACTION NOTE
Choosing the right delivery	Six formats: ILT, eLearning/WBT, VILT, standalone video, blended, OJT/performance support. Each has best-use conditions and limitations.	Consider expandable or selectable panels — one format at a time.
Deadline vs. quality	Four scenarios: tight deadline full scope (risk), reduced scope held deadline (MVP), extended deadline full quality (negotiated), quality sacrificed undocumented (the real cost).	Expandable. Learner explores in any order.
Dealing with roadblocks	Four patterns: SME unavailability, shifting priorities, LMS/tech failures, mid-project budget cuts. Each includes approach and real project example.	Expandable. Learner-paced.
Agile design + PMP	PMP applied to ID practice. Scenario: mid-sprint scope pressure. Learner selects a response.	Choice with feedback. Four options.

04

Learning Strategies

Four screens: gamification, microlearning, scenario-based training, and ILT principles.

SCREEN	CONTENT	INTERACTION NOTE
Gamification	When it works and when it doesn't. Surface gamification (badges) vs. structural gamification (meaningful consequence, decision, feedback loops).	Consider interactive comparison — good use vs. misuse side by side.

SCREEN	CONTENT	INTERACTION NOTE
Micro vs. macro learning	When microlearning outperforms long-form — and vice versa. Tied to performance goals, not content length.	Selectable or expandable content.
Scenario-based training	Six principles: authentic context, meaningful choices, consequence-based feedback, branching architecture, cognitive load management, when NOT to use SBT.	Expandable, one principle at a time.
ILT design principles	Facilitation design, not just slide design. Engagement, pacing, environment, and the difference between delivery and learning.	Static or lightly interactive. Reference-style.

05

AI and Design

Two screens: AI workflow used to build this guide, and how to critically evaluate AI output.

SCREEN	CONTENT	INTERACTION NOTE
AI-augmented workflows	4-step workflow: Claude (scenario architecture), ChatGPT (storyboard drafts), Gemini (cross-cultural frame-testing), all three (critique and iteration loops).	Visual flow or numbered steps. Static is fine — the content makes the point.
Critique the AI output	AI-generated objective shown. Learner selects the strongest critique from four options. Correct: vague, unmeasurable verbs ("understand," "appreciate").	Choice with feedback. Models AI literacy as a senior-level skill.

06

Global and Cultural Design

Two screens: 8-country career scope and a cultural localization scenario.

SCREEN	CONTENT	INTERACTION NOTE
8 countries	USA, Czech Republic, South Korea, Japan, Saudi Arabia, Iraq, Afghanistan, China. Each reveals the engagement context and design implications.	Selectable tags — one country at a time.
Cultural design decisions	Scenario: Tokyo finds feedback too direct; Frankfurt finds it too vague. Learner selects a response. Correct: build flexible framing with two paths.	Choice with feedback.

07

Career

Three screens: industries, Apple deep dive, and career timeline.

SCREEN	CONTENT	INTERACTION NOTE
Industries	11 selectable tags: Defense, Aviation, Healthcare/Federal, Legal, Enterprise Technology, Higher Ed, Finance, Nonprofit, eLearning/EdTech, PM, Government/NGO. Each reveals the specific engagement.	Selectable tags — same pattern as countries.
Apple — deep dive	7 years at Apple (via TCS). ~154,000 employees. Covers: Slack adoption training, generative AI training, onboarding/enablement, accessibility, tools, design approach.	Static with stat callouts. Grouped content blocks.

SCREEN	CONTENT	INTERACTION NOTE
Career journey	Full timeline: Merrill Lynch (2001) → Apple/TCS (2025). 12 roles across 4 continents. Each entry expandable.	Expandable timeline. Learner opens entries they want.

08

Accessible Design

One screen. Accessibility as an architecture decision.

SCREEN	CONTENT	INTERACTION NOTE
Accessibility as architecture	Section 508, WCAG, ADA, UDL. Scenario: color-only feedback in a compliance module fails a screen reader user. Learner selects the correct fix.	Choice with feedback. Correct: add text labels and ARIA by default — not a toggle or workaround.

09

Measurement and Iteration

Two screens: reading launch data and executive communication under pressure.

SCREEN	CONTENT	INTERACTION NOTE
Reading launch data	Bar chart: Module 3 drops to 41% completion vs. 87–92% elsewhere. Learner picks first action. Stats: 70% participation increase, 40% course score increase (DoD).	Choice with feedback. Correct: interview learners and audit the decision point first.
Executive com munication	COO scenario: program numbers are concerning, asking about a full rebuild. Learner selects response.	Choice with feedback. Correct: one targeted fix, retest, and reinforcement.

10

Closing

Final screen. The portfolio is the proof.

SCREEN	CONTENT	INTERACTION NOTE
Final chapter	20+ years, 10+ industries, 8 countries. Credentials: PhD (Keiser, 2025), MA, PMP, MMTCP. Dissertation summary included. Closing: the experience is the portfolio.	Static. CTA to restart and take the other path, or share the link.

→ *Macro path ends here. Learner prompted to restart for micro path.*

Interaction Summary

Tool-agnostic reference. Implement in whatever authoring platform fits the project.

PATTERN	USED IN	NOTES
Path branch	Home	Micro vs. Macro. Same shell — macro unlocks more sections.
Selectable tags / expand	Delivery modalities, Roadblocks, SBT, Countries, Industries, Career timeline	One item at a time. Learner controls depth.
Choice + feedback	Performance thinking, Stakeholder, Scope, AI critique, Cultural, Accessibility, Data, Executive	4 options. Each reveals consequence. One is clearly correct — others fail for specific, nameable reasons.
Stat callouts	Performance thinking, Apple, Measurement	Key numbers surfaced visually. Not buried in body copy.
Free-text reflection	Stakeholder conversations	Local only. Not submitted. Low-stakes thinking prompt.
Progress tracking	Persistent across all sections	Tracks visited sections. Summary shown at end of macro path.
Resume card	Auto-triggered on re-entry	Offers to jump to last visited section.

This storyboard is tool-agnostic. Content and interaction intent are defined here — implementation choices (Storyline, Rise, Captivate, HTML/CSS) do not change the structure.