

Matthew K. Grunewald

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Dynamic Instructional designer with 10+ years of experience in corporate L&D and a PhD in Instructional Design & Technology, grounded in Everett Rogers' Diffusion of Innovation theory. I apply this framework, along with my education and a global, cross-industry background, to support early adoption of emerging technologies, including AI. This work spans instructor-led training, e-learning, and video-based learning, driving engagement and measurable performance outcomes.

Experience

Founder & Creator – The Mindful Design Studio, Nonprofit Organization | 2025–Present

- Designing and building a scalable mindfulness learning platform delivering self-guided elearning, integrated guided meditation videos with original voiceover, and live virtual instruction as part of a blended learning model (Articulate Rise, Vyond, Zoom)
- Developing original scripts, guided meditations, videos, audio guides, assessments, photos, and graphic design assets using Adobe Premier Pro, After Effects, Audition, Illustrator, and Photoshop
- Designing and building the nonprofit website using AI tools and basic HTML/CSS
- Conducting A/B testing between Storyline and Rise to optimize development speed and mobile performance
- Leveraging AI-assisted learning workflows using built-in authoring tool AI and external tools (e.g., ChatGPT)
- Evaluating and comparing learning management systems (LMS) based on usability, scalability, and ROI, including TalentLMS, Cornerstone, Absorb, Docebo, and Canvas
- Managing project planning, task tracking, and workflow coordination using Asana and Trello
- Collaborating with mindfulness-certified experts trained by Jack Kornfield and Tara Brach, and SMEs across healthcare, call centers, and leadership development
- Simplifying unfamiliar concepts using a fresh-learner perspective to improve clarity

Instructional Designer & Content Developer – Apple Inc. (TCS) | Remote | 2018–2025

- Designed employee training for generative AI adoption and workflow integration
- Built digital learning paths and collaboration training (Slack rollout for 154,000 employees)
- Developed onboarding, systems training, and upskilling for global teams
- Ensured Section 508 accessibility compliance through design reviews and accessibility checks
- Created ILT guides, job aids, and multimedia learning (Camtasia, Captivate)
- Produced detailed storyboards and rapid prototypes using ADDIE
- Partnered with SMEs, product teams, UX, engineering, compliance, HR, IT, and operations

Instructional Designer (Contractor) – Clients: Boeing, U.S. Navy, FAA, U.S. Department of Defense, The Crowd Training | 2016–2018

- Designed ILT and WBT for aviation, fleet operations, engineering tools, and technical teams
- Built gamified Project Management Professional (PMP) exam-prep in Storyline aligned with PMBOK
- Led SME sessions and needs analysis with the U.S. Navy to evaluate optimal learning modalities for job-specific training across career stages and operational settings

- Evaluated training modalities including AR/VR, simulation, on-the-job-training (OJT), virtual instructor-led training (VILT), self-paced eLearning, and in-person delivery for on-base and at-sea operations
- Supported Federal Aviation Administration (FAA) leadership training and redesigned blended content

Instructional Designer & Project Manager – Centers for Medicare & Medicaid Services (CMS) | 2014–2016

- Converted ILT to SCORM-compliant, 508-compliant WBT for nationwide RN surveyors
- Designed regulatory and workflow training with healthcare and clinical SMEs
- Earned PMP certification to support federal contract needs and enhance communication with project teams

Instructional Designer & Trainer – U.S. Department of Defense (DynCorp), Afghanistan | 2013–2014

- Designed helicopter pilot and aircraft mechanic training supporting Afghan-led operations
- Built anti-terrorism and safety training aligned with United States and NATO standards
- Led cross-cultural training to support communication with U.S. pilots, and airport control towers
- Developed, delivered, and assessed ICAO exams supporting international flight certification

Instructional Designer & Project Manager – EF Education First (EF Labs), China | 2011–2013

- Developed scalable customer service and professional skills training for international clients
- Worked with SMEs in hospitality, aviation, and maritime to support operational training accuracy
- Created scenario-based training to practice realistic communication and problem-solving across cultures

Previous Experience | 2001–2011

- Instructional design, content development, and training delivery across global corporate, military, academic, and government environments (Asia, Middle East)
- Designed ELT/ESP, customer service, and professional skills programs for cross-cultural audiences
- Created scenario-based learning and modernized train-the-trainer and graduate-level curricula
- Led projects in regulated, high-stakes contexts including defense, aviation, and international education
- Early career experience in financial services supporting high-volume client operations

Skills & Industries

Instructional Models: ADDIE, Rapid Prototyping, SAM | **Learning Frameworks:** Bloom's, Gagné, ARCS, Merrill | **Design Approaches:** Microlearning, Gamification, Cognitive Load | **Tools:** Storyline, Rise, Captivate, Camtasia, Adobe CC, Vyond, Canva | **Collaboration:** Slack, Teams, Zoom, Trello, Miro, Notion, Wrike | **Accessibility:** WCAG, Section 508, ADA, UDL | **Additional:** AI prompting, SCORM, xAPI, HTML/CSS/JavaScript (basic) | **Industries:** Education, Government, Military, Aviation, Corporate Training, Technology, Finance, Healthcare, Legal, Manufacturing, Retail

Service & Outreach

Little Bit Therapeutic Riding Center — Volunteer Instructional Designer

- Created volunteer onboarding e-learning for a therapeutic riding center serving individuals with disabilities
- Collaborated with SMEs to simplify content, contributed 150+ hours, and earned “Volunteer of the Month”

Education & Certifications

Keiser University - Ph.D. — Instructional Design & Technology | University of Phoenix - M.A. — Curriculum Design & Instruction | Florida State University - B.S. — Philosophy | Project Management Professional - Project Management Institute