

# MATTHEW MIELE

Senior Instructional Designer | Training Manager | Multimedia Specialist



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Samples: [https://mielehub.com/mw\\_eportfolio\\_light.html](https://mielehub.com/mw_eportfolio_light.html)

## SUMMARY

Senior Education Professional with 20+ years of experience successfully designing scalable, interactive, and accessible learning programs for global technology organizations. Expert at designing and delivering tailored learning experiences, including comprehensive onboarding programs, that engage learners, align with organizational goals, accelerate time-to-productivity, and achieve measurable outcomes. Possess mastery in all phases of the development lifecycle, from analysis through evaluation and execution. Background includes start-up operations, managing training departments, and modernizing learning technologies and workflows.

## KEY SKILLS AND STRENGTHS

**Instructional Design:** ADDIE, Instructional Systems Design, Adult Learning Theory, Curriculum / Course Design & Development

**Training Modalities:** eLearning, Distance Learning, Blended, Virtual, Video, MicroLearning, Job Aids, ILT, Hands-on Guided Labs

**Management:** Training Implementation/Development, Project Management, Change Management, Process Development

**Needs Analysis:** Training, Task, Gap, Organizational, Performance

**Other:** Learning Management System (LMS) Admin, Graphic Design, Technical Writing, high technical aptitude, effective communication, detail oriented, data driven, strategic, Agile/Waterfall project methodologies; TL9000 QMS Standard, 508 Compliance; storyboard design

**Software:** Articulate (Studio, Storyline, 360), TechSmith (Camtasia, Snagit), Adobe (Captivate, Creative Suite), Google (GSuite),

Microsoft (Office, Access, Project, Visio, SharePoint), LINUX, Perforce, Git

**Web Technologies:** HTML, CSS, JavaScript, XML, DevTools, Web Design

**Specialized Exposure:** Salesforce, SAP, AI(ChatGPT, Prompts, LLM, Agents), VOD, Air Traffic Control, SATCOM, RF, RADAR, SONAR

## EXPERIENCE

### Learning Program Manager for Trailhead, Senior Instructional Designer

**Salesforce, Inc. San Francisco, CA**

08/2021 – 11/2025

Owned the interactivity initiative for Salesforce's Trailhead, an interactive, gamified, hands-on learning platform used by over 70K Salesforce employees and over 10M users.

- Designed, created, and localized (9 languages) over 1500 instructionally sound, accessible (508 compliant), and scalable interactive assets to improve learning engagement of Trailhead training.
- Created polished audiocasts of key Trailhead badges using AI voices (ElevenLabs/WellSaid) and Adobe Audition.
- Engaged with stakeholders/content writers to analyze needs and edit training content.
- Provided instructional design and development guidance to Trailhead team.
- Created departmental process training using Articulate Storyline.
- Improved development frameworks by migrating legacy formats to HTML/JS/CSS for enhanced development and learner experience.
- Created seamless intake process and workflows for requesting assets.
- Collaborated with localization and accessibility teams to provide extended outreach.
- Supported both internal and external teams and content.
- Supported corporate compliance initiatives (security, privacy, executive, and AI).
- Designed, developed, and edited graphics with Adobe Illustrator/Photoshop/XD.
- Provided expert guidance and community connection for hands-on learning at 2 major marketing events (Dreamforce, TDX) annually.
- Completed a full-year Accelerate manager training program.

### Senior Instructional Designer for Trailhead

**Salesforce, Inc. Burlington, MA and San Francisco, CA**

06/2018 – 08/2021

Created self-paced training for Trailhead, an interactive, gamified, hands-on learning platform used by over 70K Salesforce employees and over 10M users.

- Worked both cross-functionally and independently to determine learning needs (gap analysis) and developed measurable learning objectives.
- Designed and developed eLearning training courses using Articulate Storyline for employee and customer enablement in the Salesforce's Commerce Cloud ecosystem.
- Created Trailhead courses for Salesforce products.
- Spearheaded scalable interactivity initiative to improve Trailhead content.
  - Created instructionally sound and accessible interactivity assets for Trailhead badges and Marketing Blog Posts quizzes.
  - Defined processes and standards and determined tool usage.
  - Designed new interactivity assets and accompanying templates and usage documentation.
  - Engaged with stakeholders to analyze needs.
- Provided instructional design and development guidance to Trailhead team.

### Senior Instructional Designer – Consultant

**eLearning Innovation** Milford, NH

02/2018 – 04/2018

Hired to perform an extensive Learning Needs Analysis for CHC, a global helicopter company.

- Conducted comprehensive learner assessments to evaluate skill levels, role requirements, safety compliance, and training gaps across diverse operational teams.
- Attended and analyzed trainings in the Netherlands (Den Helder) and Brazil (Cabo Frio).
- Interviewed global stakeholders in-person and remotely.
- Analyzed the gathered data for various touchpoints (e.g., performance gaps, organizational goals, root cause) and recommended changes/solutions.

### Senior Instructional Designer and Training Manager

**Akamai Technologies** Cambridge, MA

09/2012 – 05/2017

Created self-paced, SCORM-compliant eLearning, eLabs, and Instructor-led training for internal engineering audience. Led department and managed a group of 4 Instructional Designers and 1 Technical Writer. Administrator for Cornerstone LMS.

- Designed and implemented a comprehensive new engineer onboarding program - Hitchhiker's Guide to the Galaxy-themed program consisted of weekly synchronous sessions, and asynchronous eLearning, OTJ training, social networking receptions.
- Managed self-paced training development (Instructional Designers, SME acquisition, schedules, reviews, evaluations, processes).
- Performed Needs assessment (Training, Task, Gap, Organizational, Performance).
- Created/maintained training templates (eLearning, ILT, Student Guide, Lab Guide, etc.).
- Designed/managed group SharePoint and Learning Portal.
- Strategized department goals and implementations and created/maintained best practices.

### Senior Course Developer

**SDL International** Wakefield, MA

11/2011 – 09/2012

Sole course/training developer for Structured Content Technologies (SCT) division.

- Performed needs assessment (Professional Services and Engineers).
- Created eLearning/Instructor-led courseware.
- Created/maintained training templates (Presentation, Student Guide, Lab Guide, etc.) and processes.
- Created/maintained a SharePoint training hub.
- Liaised with other divisions to help create a unified training vision across the company.

### Manager of Curriculum Development, Instructional Designer

**SeaChange International** Acton, MA

7/2010 – 11/2011

Managed courseware development and training schedule for the Educational Services department. Managed a development team of 3 and indirectly managed 3 technical instructors. Performed needs assessments (customers and internal clients) and designed/developed complex technical courseware for both ILT and eLearning. Created/maintained training templates (eLearning/ILT) and departmental processes to align with TL 9000 QMS certification. Administered the corporate LMS, and created/maintained a VMware server for lab use for both internal and customer training.

### Instructional Designer, Multimedia Specialist, Course Developer – Consultant

**EMC Corporation (currently Dell Technologies)** Franklin, MA

7/2008 – 6/2010

Designed/developed eLearning/ILT technical courseware for internal, partners, and customers, as part of fast-paced New Product Readiness division of Education Services. Designed, created, and deployed department-wide training and process templates used by SMEs, IDs, and management.

### Training Program Manager, Curriculum Designer, Technical Writer, Web Designer – Consultant

**Hewlett Packard** Littleton, MA

2/2003 – 7/2008

Managed the development and global implementation of a large SAP-based training program (COMPASS) and managed and coached six instructional designers. Managed change, program/project status, SOW development, budget, external vendors. Created eLearning, ILT, and Distance Learning solutions. Designed/Implemented a comprehensive Electronic Performance Support System (EPSS).

### Co-Founder, Training Specialist, Curriculum Developer

**Ascential Training Solutions** Derry, NH

3/2001 – 10/2004

Built this technical communications company to supply onsite training and consulting for Microsoft and Adobe products.

### Training Manager, Curriculum Developer, Technical Specialist, Technical Writer – (Startup Company)

**Adaptive Broadband (currently Axxcelera)** Billerica, MA

3/2000 – 3/2001

Started and managed the Training Department at this newly formed Wireless Broadband Communications company. Started at ground level and molded training into a fully-fledged training organization. Created programs for Customer Enablement, Sales Enablement, and Partner Enablement.

### Technical Trainer, Curriculum Developer, Technical Specialist, Technical Writer

**Raytheon Company** Marlborough, MA

3/1997 – 1/2000

Designed and developed ILT, eLearning, and technical documentation for complex hardware and software engineered for U.S. Military, including Satellite Communications and Air Traffic Control. Conducted onsite training for the U.S. Army.

## EDUCATION

### University of New Hampshire, Durham, NH

- Master of Arts (M.A.) — Education
  - Thesis: Defining and Implementing an Objective Based Curriculum
- Bachelor of Arts (B.A.) — English Teaching; Latin Minor
  - Certified Teacher
  - Magna Cum Laude Graduate
  - Outstanding Academic Performance

### Salesforce, Inc

- Certificate - Accelerate Program Graduate
  - Full-year manager training program administered by BTS
- Double Star Ranger
  - Earned over 200 badges and over 100,000 points

### Udemy

- Modern JavaScript From The Beginning 2.0
- Intro to AI: A Beginner's Guide to Artificial Intelligence
- Salesforce Admin Masterclass: Salesforce Admin For Beginners
- Mastering Salesforce AI: Agentforce and Prompt Templates