

# CLAYTON BENJAMIN, PhD

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## PROFESSIONAL SUMMARY

Results-driven instructional designer with 15+ years of experience in curriculum development, e-learning design, and adult education. Skilled in designing and delivering engaging learning experiences that align with organizational goals and enhance learner performance. Expertise in instructional design models, learning management systems, and multimedia development. Proven ability to collaborate with cross-functional teams, assess learner needs, and implement solutions to improve knowledge retention and skill development. Passionate about creating inclusive & accessible learning environments that foster continuous growth and development.

## EDUCATION

PhD Texts and Technology  
Master of Science: Scientific and Technical Communication

University of Central Florida  
University of Minnesota

## SKILLS

- **Instructional design/Adult Learning:** ADDIE, SAM, Backwards planning, Interaction design, Bloom's taxonomy, Curriculum development, Career pathways, Core competencies
- **Learning management systems:** Canvas, Blackboard, SAP SuccessFactors
- **Software:** Adobe Creative Suite, Articulate Rise, Articulate Storyline, Canva, Vyond, Kaltura, SCORM, LTI connections, Zoom, Teams, PowerApps, Google Workspace, Microsoft Office, ChatGPT, Microsoft Copilot, Eleven Labs, Teams
- **Programming languages:** XML, HTML, CSS, PHP
- **Curriculum design:** Technical communication, Engineer writing, Composition, Rhetoric, Business writing, Adult learning, Leadership training, Change management, Communication fundamentals
- **Technical editing:** Clarity, Consistency, Accuracy, Style guide adherence, Document design, Version and quality control
- **Usability and Accessibility:** User testing, UX design, Visual design, Storyboarding, Wireframing, Human factors, WCAG 2.1
- **Project management:** Leadership, Documentation, Planning, Communication, Task management, Collaboration, Agile development, Microsoft Project, Evaluation

## EXPERIENCE

Supervisor Instructional Designer  
Instructional Designer  
Minneapolis Public Schools

Sept. 2021 - Current

Minneapolis, MN

- **Manage Instructional Design Projects:** Oversee the backward planning and development of 20+ instructional design projects simultaneously, coordinating timelines, resources, and stakeholders to meet organizational goals and deadlines.
- **Compliance & Onboarding Programs:** Create and manage district-wide compliance courses for 6,000+ employees. Manage and deliver new employee orientation programs for over 1,300 employees, ensuring all staff receive the necessary training and resources.
- **Leadership & Mentorship:** Coach four instructional designers by setting goals, assigning projects to build their skills, and providing continuous feedback to ensure quality and timely project completion.

- **Instructional Design & Development:** Apply instructional design principles (ADDIE, SAM) to create engaging learning experiences, incorporating instructional technologies such as Articulate Storyline, Adobe Creative Suite, and Learning Management Systems for online and blended learning solutions.
- **Process Improvement & Documentation:** Develop standardized processes and documentation for instructional design workflows, ensuring consistency and efficiency throughout the design and implementation cycle.
- **Needs Assessment & Evaluation:** Conduct needs assessments to identify learning objectives and performance gaps, develop strategies to address them, and implement evaluation methods to measure training effectiveness and refine instructional materials.
- **Content Development & Knowledge Management:** Write, update, and maintain knowledge base articles for 20+ learning technologies; design, host, and manage a public online repository of learning materials, including training resources and videos.

#### Lecturer, Technical Communication

University of Minnesota - Twin Cities

Jan. 2022 - Current

Minneapolis, MN

- **Instruction & Course Design:** Teach both online and in-person sections of WRIT 3562: Technical and Professional Writing, designing clear and engaging Canvas modules that promote interactive and collaborative learning.
- **Assessment & Skill Development:** Develop quizzes, writing assignments, and group projects, scaffolding student learning with low-stakes assignments that encourage reflection, skill improvement, and metacognitive awareness.
- **Technology Integration:** Incorporate a variety of online tools—including video, social PDF annotation, Google Suite, Canvas LTIs, Prezi, WordPress, and open textbooks—to enhance learning and engagement.
- **Multimodal & Inclusive Teaching:** Provide instruction in professional writing and design principles, using visual aids, screen recordings, and video editing tools (e.g., SnagIt, Canva, Kaltura Mediaspace) to support diverse learning styles and instructional needs.

#### Advanced Writing Lecturer

University of California, Davis

2016 - 2022

Davis, CA

- **Advanced Writing Instruction:** Taught over 20 advanced writing courses for engineering and business students, managing 75+ students per 10-week quarter and ensuring their success in course completion.
- **Innovative & Applied Learning:** Collaborated with nonprofits to create experiential and project-based learning opportunities. Worked with fellow instructors and practiced continuous assessment to improve instructional strategies.
- **Engaging & Inclusive Teaching:** Taught a diverse student body from 40+ countries, using Zoom tools, breakout groups, and interactive methods to foster engagement across diverse student demographics.

#### Visiting Instructor

University of South Florida Sarasota-Manatee

2015 - 2016

Sarasota, FL

- **Created curriculum for and taught:**
  - Professional Writing: 2 courses online
  - First Year Composition 1 & 2 : 6 courses face-to-face

#### Graduate Teaching Associate

University of Central Florida

2011 - 2015

Orlando, FL

- **Created curriculum for and taught:**
  - Writing for the Technical Professional: 2 courses face-to-face, 2 courses online
  - Professional Writing: 2 courses online
  - First Year Composition 1 & 2: 7 courses face-to-face, 3 course mixed-mode, 1 course online