

# SAM PEDERSON

## LEARNING EXPERIENCE DESIGNER

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### ABOUT ME

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You know that training video you played on mute while checking your email — the one that ended with a five-question quiz you answered using ChatGPT? Or those school lessons where you memorized something meaningless, passed the test, and forgot it 48 hours later? Yeah, that's the kind of "learning" we've all been forced to sit through — and it doesn't work. Education, training, and design aren't supposed to feel like punishment. They're supposed to make you curious, connected, and actually care. I build learning experiences people truly remember — because they're built like stories, not slideshows.

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### AREAS OF EXCELLENCE

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#### Instructional Design & Development

- Curriculum design for K–12 and corp. learning
- Gamified, puzzle-based learning strategy
- Inquiry-driven storytelling for engagement
- Adaptive learning with analytics insight
- LMS design for Canvas and Moodle
- Custom HTML/CSS/JS interactive tools
- AI-assisted storyboarding and scripting

#### Creative Design & Multimedia

- Motion and 3D design (AE, Blender)
- Explainer videos — script to animation
- Consistent character and story visuals
- Brand identity and logo development
- Photography and visual editing skills
- 3D mockups and marketing visuals
- User flow and visual hierarchy design

#### Brand Strategy & Communication

- Web design and optimization expertise
- Social media branding and content
- Creative direction and campaign strategy
- Copywriting and clear brand voice
- Stakeholder collaboration and delivery
- Data storytelling and presentation design
- SEO and AI-driven content strategy

#### Professional & Leadership Attributes

- Initiative — ideas from plan to launch
- Relationship-building and collaboration
- Rapid mastery of tools and systems
- Empathy in human-centered design
- Process improvement and efficiency
- Project leadership and coordination
- Positive energy that drives innovation

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### TECH EXPERTISE

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#### Design & Motion

Adobe Illustrator • Photoshop • After Effects • Premiere Pro • Express • Figma • Canva • Blender  
Leonardo.ai • Runway ML • Envato • LottieFiles • Seedream • OpenArt.ai • Videobolt • Wan

#### Learning Design & Interactivity

Genially • H5P • Articulate 360 • Camtasia • Captivate • Vyond • Canva Video • Descript • Rise 360  
Canvas LMS • Moodle • LearnDash • Storyline • Google Classroom • Nearpod • Edpuzzle

#### AI & Automation

ChatGPT • Claude • Perplexity • Notion AI • ElevenLabs • HeyGen • Synthesia • Deepseek  
Midjourney • Lovable • Leonardo.ai • OpusClip • Pika Labs • Veed.io • D-ID • Uizard • Kling

#### Web & Development

WordPress • Elementor • Kadence • Framer • Webflow • HTML • CSS • JavaScript • PHP  
Custom Plugins • GitHub • Figma Dev Mode • Notion • Airtable • Zapier • Typeform

#### Marketing & Analytics

Google Workspace • Microsoft Office • Google Analytics • Mailchimp • Hootsuite • Buffer • Notion • Asana

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## PROFESSIONAL EXPERIENCE

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### LEARNING & BRAND DESIGNER

**Pederson Design Co.** | Remote | 2020 – Present

- Designed and launched high-impact educational experiences, branded content, and interactive web products
- Built fully coded instructional games (HTML, CSS, JS) and multimedia training experiences using Genially, H5P, and custom WordPress integrations.
- Created consistent brand storytelling across AI-generated characters, explainer videos, and digital learning modules.
- Partnered with companies including RTX, Lenovo, and Nareit to design scalable learning challenges that reached over 120,000 students nationwide.
- Developed cohesive brand identities, web layouts, and marketing collateral for clients through Pederson Design Co., Let's Roamance, Imperial Oak, and SRQ Run Club.

### INSTRUCTIONAL DESIGNER & PROJECT LEAD

**KnoPro (powered by NAF)** | Remote | 2024 – Present

- Designed interactive, inquiry-based, real-world learning experiences for students across the U.S.
- Led the creation of sponsored month-long Challenges and daily warmup Skillbuilders, teaching students career readiness, entrepreneurship, and innovation.
- Collaborated with SMEs to create multimedia-rich learning activities featuring AI, engineering, healthcare, & business.
- Analyzed teacher and student feedback to improve engagement and accessibility across all KnoPro.org content.
- Streamlined workflow by integrating AI tools for ideation, research, and media creation to reduce production time and improve content quality.

### CURRICULUM DEVELOPER

**The Out-of-Door Academy** | Sarasota, FL | 2019 – 2024

- Designed engaging, student-centered learning experiences that replaced traditional lectures with interactive, inquiry-based projects and full-year LMS courses.
- Increased average SAT and ACT math scores by 18% using a custom language-based “induction” strategy blending storytelling and cognitive science.
- Conducted detailed standards analyses to identify learning gaps, restructure curriculum scope and sequence, and connect learning across math, art, and athletics.
- Applied instructional design theory, multimedia production, and hands-on inquiry learning to transform abstract concepts into real-world, memorable experiences.
- Led professional development workshops, collaborated with SMEs, and published research on effective learning strategies and cognitive-based curriculum design.

### MATH & 3D DESIGN EDUCATOR

**The Out-of-Door Academy** | Sarasota, FL | 2019 – 2024

- Transformed mindsets from “When will I use this?” to “This is awesome!” through project-based learning that made math practical and personal.
- Built and taught a 3D Design course from scratch covering CAD, CAM, CNC machining, laser engraving, product design, and entrepreneurship.
- Launched a student-run business using donated lumber and digital fabrication tools, generating thousands in sales and teaching marketing and finance.

### HEAD CROSS COUNTRY & TRACK COACH

**The Out-of-Door Academy** | Sarasota, FL | 2019 – 2024

- Tripled participation, raised \$250K+ in funds, and was nominated FHSAA Coach of the Year for sustained excellence in culture and performance.
- Built Python-, Excel-, and AI-driven automation tools to boost athlete performance and retention.
- Led four teams — middle and high school boys and girls — to state championships four years straight through data-driven training and community.
- Wore every hat possible: coach, planner, mentor, fundraiser, motivator — fostering an inclusive, high-energy team culture rooted in grit and growth.

### MATH & PHYSICS EDUCATOR

**The Vanguard Boarding School** | Lake Wales, FL | 2015 – 2019

- Taught a neurodiverse population of students at an international boarding school, specializing in individualized instruction and differentiation strategies.
- Designed cross-disciplinary, standards-based projects that statistically outperformed traditional teaching models in long-term retention and engagement.
- Collaborated with teams across subjects to embed design thinking, language learning, and problem solving into core academic experiences.