

# MICAH JORDAN

Instructional Designer  
AR/VR Developer  
Video Producer



## CONTACT

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## ACADEMICS

Master of Arts  
Adult Education & Human Resource Development

Master of Arts  
Instructional Technology (in progress)

Bachelor of Science  
Business Administration

Certification  
Instructional Designer/Developer

Graduate Certificate  
Leadership in Developing Human Resources

## SPECIALIZATIONS

Learning Experience Design:  
Camtasia, Articulate 360, Captivate, Blackboard,  
Canvas, Collaborate

AR/VR Development:  
Unity, Reality Composer, Reality Converter, USDZ,  
Adobe Dimension, Adobe Aero, ARKit, RealityKit

Camera Operator:  
RED Helium and Dragon, Canon 5D, C100, and C300,  
Sony A7SII, and F7S

Video Production:  
PremierPro, AfterEffects, FinalCut, Apple Motion,  
Adobe Audition

Multimedia/Graphic Design:  
Dreamweaver, Photoshop, Illustrator, InDesign

Business:  
Slack, Word, Excel, PowerPoint, Outlook, Keynote,  
Notes, Numbers, Pages, Google Suite

Programming/Prototyping:  
Adobe XD, Sketch, C#, JavaScript, HTML, CSS,  
Xcode

## EXPERIENCE

### Worldwide Instructional Designer

Apple | August 2020 - Current

Apple product expert actively collaborating with cross-functional and regional partners to develop learner-centered, media-rich experiences for a global audience.

Content creator—storyboarding, authoring, and developing content for classroom, virtual, and self-guided training courses using Apple's learning management system.

Refining and driving innovative solutions to continuously improve technology-supported modern learning experiences.

### Instructional Designer and Video Producer

Apple | October 2017 - July 2020

Supported the U.S. Integrated Customer Experience, People Programs, and Training Delivery teams to produce highly engaging, informative, and interactive content.

Produced videos from start to finish—conceptualizing, storyboarding, script writing, directing talent, managing studios, operating cameras, editing videos, and leading post-production workflows.

### Learning & Development Instructional Designer

Sephora | May 2017 - October 2017

Drove behavioral change within the organization through the use of technology, videography, instructor-led training, virtual training, blended learning, and experiential learning programs.

Designed learning applications that engaged learners, enhanced learning retention, and supported retail sales enablement initiatives.

### Senior Instructional Designer

NASFAA | December 2011 - May 2017

Designed a credentialing program to support professionals with the advancement of their careers in higher education administration.

Developed a web-based testing system to assess, evaluate, poll, and survey the effectiveness of strategically planned programs.

### Assistant Director

Ringling College of Art and Design | January 2007 - November 2011

Managed a support team that developed high-quality commercial and educational print material, web content, and blended-media to educate audiences.

Fulfilled the educational mission and strategic priorities while meeting the needs of a diverse population of aspiring artists, designers, and filmmakers.