

MATTHEW FREEMAN

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INSTRUCTIONAL DESIGNER

I am an instructional designer with 8 years of experience in the end-to-end production and management of instructor-led, blended and eLearning programs. I specialize in conducting comprehensive needs analyses and collaborating with Subject Matter Experts to formulate custom learning solutions that achieve and surpass business goals and objectives. My passion lies in applying innovative techniques within new and established technologies in order to create learning experiences that are both highly engaging and effective.

EXPERIENCE

Charlotte Lab School, Charlotte, NC

07/2020 - Present

Mentor Educator

- Mentor and collaborate with a team of five new instructors to design individual professional development plans and develop instructional best practices to align with performance evaluation metrics.
- Created and facilitated virtual instructor-led training (VILT) for train-the-trainer events, with 100% of surveyed attendees rating the training as effective at building knowledge and skills that can be implemented in day-to-day work.
- Design, develop and implement eLearning and blended courses for two comprehensive learning programs, including five courses per program, using authoring tools including Articulate Storyline 360, Google and Microsoft Suites, and NearPod.
- Utilized Kirkpatrick's four levels of evaluation to assess program effectiveness through regular assessments, surveys, and performance metrics, and used analyzed outcomes to inform future instruction for 72 learners, resulting in 70% of learners achieving program goals.

Rocketship Mateo Sheedy Elementary School, San Jose, CA

07/2018 - 06/2020

Educational Administrator

- Supervised and led the collaboration of a site-wide team of subject matter experts (SMEs) to conduct needs analyses and develop, implement and evaluate learning programs for 12 instructors and 540 learners, resulting in site being recognized as one of the top 4% of Bay Area Public Schools for Underserved Students by Innovate Public Schools.
- Led 12 instructors through weekly cycles of data-driven iterative design, instructional implementation coaching and learning assessment analysis, resulting in learners achieving 1.5 years of growth per year.
- Created and implemented instructor-led face-to-face and eLearning professional development programs for 35 staff members, with differentiation determined by learner experience and needs.
- Planned and coordinated launch of first early literacy night, providing adult education to 120 families on various instructional practices to support learning and language acquisition at home.

Sugar Creek Charter School, Charlotte, NC

11/2017 - 06/2018

Educator

- Led the conversion of a paper-based instructional program into a VILT program which added 150+ micro trainings to the asset library, streamlined data collection and analysis, standardized informational delivery, and reduced material costs by 80%.
- Implemented automated response systems that administered instantaneous performance feedback and redirective instruction, resulting in 10% increase on summative assessments.

Summit Preparatory Charter School, Los Angeles, CA

06/2015 - 07/2017

Founding Director of Literacy Curriculum, 02/16 - 07/17

- Authored and directed implementation of six comprehensive learning programs for 12 courses and 150 learners that was implemented site wide, increasing the total learner population performing at or above the desired benchmarks by 21%.
- Coached 12 instructors through needs analyses, iterative design and course facilitation, culminating in summative assessment growth surpassing projections by 50% and 66% of learners achieving relative growth in the top sixth percentile nationally.

Founding Educational Administrator, 10/2016 - 07/2017

- Instituted and trained instructors on implementation of research-based learning culture systems and structures, resulting in a 70% increase in targeted learner inclusion and access.
- Partnered with instructors, families and various other subject matter experts and stakeholders to formulate academic and behavioral change plans.

Founding Educator, 06/2015 - 06/2016

- Created differentiated writing curriculum, resulting in 22% improvement on summative assessments.
- Established rotational blended learning model, propelling 80% of students to two years of growth per year.

Firstline Schools / Teach for America, New Orleans, LA

05/2013 - 06/2015

Educator

- Managed two comprehensive learning programs, surpassing district average summative results by 13%.
- Collaborated with instructional team of four educators to deliver instruction to 75 learners.

RELATED VOLUNTEER EXPERIENCE

Housing Justice Coalition, Charlotte, NC

03/2021 - Present

- Provided enhancements and revisions to instructional materials for adult learners based on SME and stakeholder feedback, promoting civic engagement among underserved populations in future city planning.

CERTIFICATES

- **Instructional Design** - Models of ID | Adult Learners | Needs Analysis | Working With SMEs | Storyboard | Agile Design | Measuring Learning Effectiveness | Foundations of Learning Management Systems (LMS)
- **E-Learning** - e-Learning Ecologies: Innovative Approaches to Teaching and Learning for the Digital Age | Brain Based E-Learning Design | E-Learning Essentials
- **Authoring Tools** - Articulate Storyline Essentials | Storyline Advanced Techniques | Camtasia Essentials

SKILLS & COMPETENCIES

- **Tools** - Articulate Storyline | Camtasia | Microsoft Office Suite | Google Suite
- **Areas of Expertise** - Learning Design | Learning Assessment and Evaluation | Data Analytics
- **Languages** - HTML5 | CSS | JavaScript | German

EDUCATION

The University of North Carolina at Chapel Hill

- B.A. English Literature; Summa Cum Laude