

Brad Wrobleski
Instructional Designer
Developer
Instructor

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Professional Profile

With over 12 years' experience as an Instructional Designer, Developer and Instructor I excel in crafting innovative learning solutions. Recognized for integrating creative design with cutting-edge methodologies, including Artificial Intelligence and mobile learning, I am committed to enhancing educational experiences. My track record of leading teams and leveraging instructional design principles ensures effective and engaging learning outcomes.

Experience (abbreviated)

Nu-x2 Instructional Designer/Developer/Instructor/Project Manager (self-employed)

2016-2024

- Designed, developed, and led workshops, courses, and sessions for e-learning, fieldwork, and classroom environments.
- Benefited a wide range of stakeholders and learners.
- Designed and delivered several learning courses, workshops, apps, websites, and e-books.
- Enhanced the learning experience for thousands, enabling greater understanding and proficiency.
- Provided scalable solutions to stakeholders.

Mount Royal University Senior Instructional Designer/ Instructor

2019-2021

- Developed and delivered comprehensive term course for Information Design students.
- Covered topics including information design, coding, data science, AI, web design, UI/UX, and augmented reality.
- Conducted both online and in-person sessions.
- Empowered information designers with skills to utilize new tools effectively.
- Focused on design, development, communication, and collaboration skills.
- Created a strong foundation for students transition to career positions.

Cirque Communications Photographer/ Videographer/ Filmmaker/ Writer

2000-2016

- Produced photo, video, and written content for editorial and advertising sectors.
- Collaborated with renowned clients such as *National Geographic*, *Outside*, Patagonia, Lowe Pro, MEC and more.

- Contributed content to various platforms including magazines, television, websites, and social media.
- Inspired and educated global audience through engaging storytelling and visual media.

Fotoscool Instructional Designer/ Instructor/ Project Manager

2011-2023

- Founded and managed a photography school, offering both online and on-location classes and workshops around the world.
- Conducted numerous classes and workshops globally, impacting thousands of photographers.
- Developed expertise in effective project management and innovative teaching methods.
- Utilized cutting-edge technologies like Smartphones and Artificial Intelligence to enhance learning experiences.

Education

University of Calgary / Master of Science/ Computational Media Design

2018

- Research Focus: Developing a mobile digital agent that integrates artificial intelligence, computer vision, affective computing, emoji, and augmented reality, to enhance learning experiences.

University of Calgary/ Bachelor of Arts/Communication Studies Honours

2011

- Focus of thesis: social media photography, technology, and education.

Core Competencies & Technical Skills

Soft Skills

- Collaboration: Skilled at collaborating and leading teams toward excellence and scalability.
- Communication: Excellent communicator using verbal, visual and text methods, and mediums.
- Adaptability: Highly flexible and adaptable in a fast-paced environments.
- Problem-solving: Skilled at identifying core problems issues and finding solutions.
- Creativity: Innately very creative fueled by deep curiosity.
- Passion: Passionate and enthusiasm.
- Instructing: I have been called a gifted teacher.

Hard Skills

- Instructional Design Methodology: Extensive experience designing, developing, and implementing engaging curriculum that educates, engages, and inspires.

- **Course Development:** Experienced at creating, instructing, and evaluating courses, including building interactive and engaging blended learning.
- **Learning Management:** Proficiency in working with LMS platforms and coding, whiteboarding and developing digital tools.
- **Project Management:** Excellent project management skills and very good at multi-tasking and, meeting deadlines, and managing priorities.
- **Online Course Authoring Tools:** Proficient in working with online course authoring tools such as Adobe Captivate and Articulate Storyline.
- **Evaluation Strategy:** Experienced at creating effective evaluation and outputting the data as visualizations to measure learning and performance. Skilled at giving constructive feedback.

Professional Achievements:

- Recognized with awards for creating engaging and exciting films, including *Best Radical Reel* and *People's Choice Award* at the Banff Mountain Film Festival.
- Served on the pre-selection committee for the Banff Festival Mountain Film Festival for three years.

Additional Experience:

- 2 years at Spirit West, Calgary: Advised clients on outdoor gear selection. Also, represented as a buyer at Outdoor Retailer Show, Salt Lake City.
- Volunteered to capture photography and videography during operations for Foster Parents Plan International across Thailand, India, and Nepal.

Relevant Personal Interests:

When not creating learning experiences, I am probably out running a peak, climbing, skiing, canoeing, or hiking or dreaming up the next line of geography I can trace myself over. I have participated in several expeditions to destinations such as Denali, Logan, Steele, Everest, Vinson, Aconcagua, Kilimanjaro, Antarctica, Utah, Borneo, Nunavut, and Patagonia as well as completing several first ascents of alpine routes and ice climbs.