

TYLER Q. WEBB

HE/HIM

MILWAUKEE, WI
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BIO

Instructional Designer and Multimedia Strategist with 5+ years of experience designing learner-centered experiences in higher education and corporate environments. Specializes in integrating video and interactive media into instructional frameworks (ADDIE, UDL) to improve engagement, accessibility, and measurable learning outcomes. Experienced in faculty and stakeholder collaboration, program-level thinking, and evaluating learning effectiveness using the Kirkpatrick model.

EDUCATION

UW-Whitewater, WI —

MS Instructional Design & Learning Technology

September 2025 - Currently Enrolled While Working, Anticipated Grad. 2027
Certificates:

Foundations of Learning Design (2026)

Leadership in Instructional Design & Learning Technology (2026)

Producing Effective Learning Experiences (2027)

Savannah College of Art and Design, Savannah GA —

BFA Film & Television

September 2014 - June 2018

DIGITAL LEARNING & DEVELOPMENT EXPERIENCE

GE HealthCare, Milwaukee WI —

Multimedia & Videography Content Specialist

October 2023 - September 2025

Designed and developed multimedia-rich internal training experiences using ADDIE and Articulate 360 to support adoption of internally developed technologies across the *Service* and *Service of Tomorrow* departments. Collaborated with SMEs and stakeholders to align instructional strategies with performance goals, contributing to more consistent onboarding and tool usage.

SKILLS

Instructional Design:

- Universal Design for Learning (UDL)
- Assessment & Evaluation (Kirkpatrick)
- Multimedia Learning Principles
- ADDIE Model
- Course Development

Leadership & Collaboration:

- Stakeholder Collaboration
- SME Collaboration & Development
- Instructional Consulting

Video & Multimedia:

- Screenwriting
- Producing
- Directing
- Editing

PLATFORMS/SOFTWARE

ADOBE Creative Cloud
Articulate 360
Rise
Storyline
ASANA

University of South Florida, Tampa FL —
Video Editor/Studio Manager

December 2018 - February 2022

Collaborated with instructional designers and subject matter experts to plan, produce, and edit instructional multimedia assets supporting online and blended course development. Advised on video structure, storytelling, and production practices to improve learner engagement and accessibility.

VIDEO & MULTIMEDIA EXPERIENCE

Milwaukee Repertory Theater, Milwaukee WI —
Videographer

July 2022 - July 2023

Produced, filmed, and edited video content aligned with organizational branding and audience engagement goals, balancing creative vision with stakeholder needs and delivery timelines.

American Stage, St. Petersburg FL —
Video Producer

February 2022 - July 2022

Produced, filmed, and edited video content aligned with organizational branding and audience engagement goals, balancing creative vision with stakeholder needs and delivery timelines.