

# JAIME MOSS

Los Angeles, CA | 618-967-5884 | jmosscreates@gmail.com | [LinkedIn](#) | <https://www.jmosscreates.com/>

## Summary

Learning Designer with 12 years of experience in digital learning, curriculum development, and instructional media strategy for adult learners. Skilled in backward design, learning science, and developing high quality, outcomes-aligned curricula in collaboration with SMEs and cross functional teams. Optimized 180+ courses, trained 200+ instructors, and supported 250,000+ learners through evidence-based design, rigorous quality standards, and continuous improvement. Committed to creating inclusive, accessible learning environments that reflect the mission to expand workforce skills and empower lifelong learners.

## Core Competencies and Technical Skills

Adult Learning Principles, Curriculum Development, Instructor Onboarding, Workshop Design, Project Management, Tool Training and Development, Instructional Media, Learning Analytics, Coaching and Mentorship, WCAG and FERPA Compliance, DEI Implementation, AI for Learning Design, Multimedia Producing

**LMS and Media Tools:** Canvas, Articulate Rise, Articulate Storyline, Panopto, Camtasia, Canva, Snagit, Miro, Zendesk, Kahoot, Scrum, Trello

**Design and Production:** Adobe Creative Cloud Suite, OBS Streaming, Newtek TriCaster, Script Writing, Pre-to-Postproduction

**AI Skills:** ChatGPT, Midjourney, ElevenLabs, Claude, Copilot, KlingAI, Nano Banana

## Professional Experience

*UCLA Extension, Los Angeles, CA*

05/2013 – 08/2025

### Sr. Producer Director / Learning Media Strategist

Led initiatives in instructional design, instructor training, and curriculum development for adult learners, while facilitating workshops, evaluating third-party tools, managing partnerships, providing one-on-one coaching, and shaping media strategy to enhance learning impact.

**Key Achievement:** Enhanced 86 courses across 18 certificate programs in 1.5 years by creating a custom evaluation scorecard based on OLC standards, vetting and optimizing instructional content for clarity, comprehension, and engagement. Partnered closely with 78 instructors to elevate course design, resulting in a 97% institutional course quality score.

**Key Achievement:** Supported media strategy, training, and content creation across 600+ active courses each year, providing ongoing instructional design support and problem-solving for instructors throughout their teaching lifecycle. Delivered media training and mentorship to instructors, departments, and administrative staff, onboarding 30+ new hires annually through hands-on, high-touch sessions that ensured instructional quality, multimedia content production, and overall consistency.

**Key Achievement:** Created and maintained an institutional knowledge base, continually expanded it to support evolving media workflows and instructional needs, developing reusable templates to improve consistency and reduce instructional overhead.

## Responsibilities

- Designed and implemented scalable media workflows supporting online, hybrid, and in-person instructional modalities.
- Developed instructor-facing training, policies, and best practices for WCAG accessibility, FERPA compliance, DEI strategies, and responsible AI integration.
- Collaborated with Sr. Instructional Designers and Marketing on UX improvements across instructor and student-facing platforms.
- Analyzed learner engagement data to optimize course design and inform strategy.
- Ensured instructional quality and maintained media infrastructure directly supporting UCLA Extension's \$60–65M annual revenue.
- Designed and facilitated workshops fostering reflection, curiosity, and experimentation among instructors and staff.
- Coached instructors and internal staff on content creation for courses and special department programs, active learning strategies, and AI integration, fostering adoption of engaging and innovative instructional practices.
- Designed scalable content processes to generate content in diverse voices, supporting broader institutional communication needs.
- Evaluated and iterated on learning programs using feedback and behavior data to enhance learner engagement.
- Partnered with cross-functional teams to integrate AI-driven content strategies, reducing course development time and enhancing learner engagement.

## Education

### **Southern Illinois University, Carbondale, IL**

Master of Fine Arts (MFA), Mass Communication and Media  
Bachelor of Arts (BA), Cinematography and Direction