

Brent Mellecker

Contact

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Key Skills

DESIGN

Adobe Creative Suite
Photoshop
Illustrator
InDesign
InCopy
XD
Fresco
After Effects
Premiere Pro
Sketch
Dimension
Media Encoder
Dreamweaver
Lightroom
Audition
Acrobat
3Ds Max
Maya
Blender
Rhino3D
Cinema 4D
Z-Brush
AutoCAD
V-Ray

ANIMATION

3Ds Max
Maya
Animate
Character Animator
ToonBoom
Vyond
Stop Motion Pro
Flash

About

With over a decade of experience, I've led creative projects in print, digital, and instructional design. Known for agility and clear communication, I've excelled as an instructional designer, web content administrator, freelance artist, team lead, and design professor. My diverse expertise reflects a commitment to excellence across design and education.

Experience

2025 – Present

Sr. Instructional Developer • **Corewell Health**

- Designed and developed eLearning and instructor-led courses on leadership and innovation, aligning content with business goals and learner needs.
- Created storyboards, assessments, and evaluation strategies to measure learning impact.
- Collaborated with leadership and SMEs to translate abstract concepts into impactful learning solutions.
- Reviewed and updated existing content to improve quality and relevance.
- *Mentored team members to enhance instructional design capabilities.*

2023 – 2025

Sr. Instructional Developer • **AARON'S**

- Lead the design and development of impactful learning solutions for The Aaron's Company Inc.
- Applied robust analytical and instructional design skills to enhance training effectiveness.
- Evaluated training design through assessments, activities, and post-training evaluations.
- Communicated design methodology to delivery teams, offering coaching for optimal deployment.
- Pioneered the development of instructional design tools and methodologies for the team.

2021 - 2024

Sr. Training Manager Design • **AT&T**

- Designed, developed, and maintained instructional materials for employees supporting emerging technologies.
- Conducted needs analyses to align training objectives with client expectations and performance standards.
- Created storyboards, e-learning flowcharts, and design plans using adult learning principles to ensure timely delivery.
- Produced graphics and motion videos to enhance learner engagement.

Key Skills Continued

OFFICE PRODUCTIVITY

Word
Excel
OneNote
PowerPoint
Outlook
Pages
Microsoft Teams
Whiteboard
SharePoint
Tasks by Planner
Power BI
Visio
Azure
ChatGPT

WEBSITE DESIGN

HTML5
CSS
PHP
JavaScript
Wordpress
Bootstrap
jQuery
Google Web Designer
Atom
Figma
UI
UX
WCAG

INSTRUCTIONAL DESIGN

Articulate 360
Rise
Storyline
Captivate
Elementor
GamiPress
Blackboard
Canvas
PLE
CMT

2020 - 2021

Web Content Administrator • DRT STRATEGIES

- Development and maintenance of Internet Content Inventory for the CDC's NCHHSTP division.
- Coordinate content review cycles and clearance protocols for webpage creation.
- Coordinate implementation schedule for digital deliverables across all Health Communication Science Office channels, and for National Prevention Information Network channels.
- Ensure content meets 508/Accessibility Standards.
- Ensure digital content is translated accurately across digital platforms, i.e., social media, partner channels, apps, blogs, etc.
- Coordinate with division, office, and workgroups on content update needs.

2004 - 2021

Designer • FREELANCE

- Responsibilities include web design, product photography, team management, face to face consultation with clients, billing, packaging design and animation.
- Meet with clients to determine marketing and design vision, scopes of work, budgets, and deliverable time frames.
- Lead marketing print campaign using nontraditional technology for Adobe's mobile apps at HOW Design Live.
- Produce detailed visuals and illustrations while creating designs specific to client requests.
- Communicate with clients to ensure visual concepts are within modern standards.
- Design, develop, maintain and update a variety of websites.
- Propose and implement new site content architecture and navigation scheme for company website redesign.
- Successfully create, develop, and implement new look and styles to notably improve web presence for multiple clients.

Clients Include:

- Adobe
- Optum
- Poodle Breeder Association
- Hope Ministries
- Grace Food
- Ledet
- Drink and Draw
- Piju Belly
- United States Armed Forces

2006 - 2017

Professor • THE ART INSTITUTE OF ATLANTA DECATUR

Taught a wide range of courses, from foundation studies to final projects for graduating seniors. Courses include all classes offered to Media Arts and Animation students, as well as Web Design students in the bachelor and associate level degrees. Duties included, but were not limited to:

Key Skills

Leadership Development
Public Speaking
Training
Project management
AGILE
Scrum
Continuous improvement
Program design
Creative writing
Technical writing
Adult education
Data visualization
Talent acquisition
Documentation review
Sales
Design Thinking

Design and Creativity

- Demonstrated sound understanding of organic forms modeling, 3-D modeling, texturing, lighting effects and animation for visual effects industry.
- Conducted research and remained informed and current with the changes and innovations within the field. of creativity and design.

Collaboration, Communication and Teaching

- Coordinated with colleagues in the development and modification of curriculum programs.
- Rendered hands-on support to students in their comprehension of all animation software and techniques.
- Educated students regarding media arts, animation, web design, graphic design, and interactive media.
- Capitalized on industry skills in conducting research and experimentation on various topics.

Accomplishment

- Earned the Teacher of the Year Award in 2011.

Leadership

- Led creatives through full-cycle projects from planning to production and presentation.
- Maintained active involvement in academic and administrative committees in initiating and creating policies, budget plans, and company-wide decisions.
- Coordinated with a 10-member team to develop engaging and innovative motion graphics piece for internal marketing.
- Led a team creating training to support union workers. Partnered with legal and operations to ensure training supported the vision from the client.
- Provided company-wide training on color, brand, and the use of the Adobe After Effects software.
- Project lead on a company-wide customer survey tool. I delivered the project before the due date and exceeded all required KPIs.
- Active participant of department-wide initiatives to upskill designers. Designed and delivered Adobe Creative Suites training to 30+ colleagues across design teams.
- 2022 Connections Award recipient; a monetary reward for select designers who exhibit behaviors going above and beyond for the client.

Education

2009 – 2011

Master of Arts in Animation • Savannah College of Art and Design (SCAD) • Atlanta, GA

2004 – 2006

Bachelor of Fine Arts in Media Arts and Animation • The Art Institute of Washington (AiW) • Arlington, VA
Graduated cum laude, Recipient of Washingtonian Medal of Achievement