

Phil B. Potter M.Ed.

Kinetic Instruction LLC

Founder / CEO / Lead Instructional Designer

KINETIC INSTRUCTION

Education, Engineered.

Education

University of Southern California

Master of Education in Learning Design;
Inaugural Class of 2016 Summa Cum Laude

Loyola Marymount University

Bachelor of History
Class of 2011

Professional Skills and Expertise

- Worked 4 years as an instructional design contractor before founding Kinetic Instruction in April 2019; current staff of 2 full time employees.
- Media design and e-learning development expert; built and launched more than 50 online courses using a variety of programs.
- Mastery in both adult and childhood learning and motivation; 15+ years of experience as an educator and trainer.
- Consulted for large school districts, international corporations, and research institutes.
- Created training for subjects ranging from adolescent health to industrial hardware and neurology.
- Conducts cost benefit and cost effectiveness analyses of trainings and education programs

Experience with:

- ❖ Articulate Storyline
- ❖ Articulate Rise
- ❖ Adobe Creative Cloud
- ❖ Adobe Captivate
- ❖ Microsoft Office Suite
- ❖ Moodle
- ❖ 3D Media
- ❖ AR / VR applications

Professional Experience

Accuride International

2/2017 - Present

- **Designs in-person trainings** for technical **product knowledge, sales, and on-boarding**; saw a **43% increase** in product **knowledge** among **existing employees** with a 68% content retention six months after training.
- Leads Accuride University Online project, provides LMS administration support, and **designs all online instruction for Accuride North America.**

Pacific Neuroscience Institute Foundation

5/2019 - Present

- Creating **12 lessons to facilitate a research** study focused on the **effect of** combined **cognitive-physical training** on **individuals suffering from** various forms of **Dementia.**
- **Instruction is completed** using the Kinetic Instruction LMS, **on a tablet**, and **while** learner is **engaged in aerobic exercise.**

Functional Aging Institute

7/2018-8/2019

- Created a **6-hour interactive course** for **health professionals** seeking **continuing education units** covering interventions for cognitive decline.
- Course sold more than 150 units for **more than \$40,000 profit** in the first two weeks after launch; **providing a 4x return on the investment in our services.**

Archdiocese of Los Angeles

2/2017 - 5/2018

- Created **2 courses / 32 modules** of **e-learning** for **1,500+ adolescent learners** in grades 9-12
- Successful and **on-time completion** of a course for exchange students from China, Japan, and Korea **led to** continued **partnership on a second course** developing a health education for all high school students in the Archdiocese district.

References available upon request. Additional employment history available at www.kineticinstruction.com