

Robert Baker M.A.T, M.A.

SENIOR INSTRUCTIONAL DESIGNER

Greer, SC | 423.413.4258 | rlbaker87@gmail.com

Summary

Strategic and results-oriented learning and development leader with 10+ years of experience in designing and scaling operational training solutions across complex environments. Proven ability to drive performance through innovative learning design, AI Integration, scalable compliance training, and human-centered learning solutions in fast-paced, complex environments. Demonstrated experience in budget management, team leadership, and strategic resource allocation across matrix organizational environments. Adept at partnering with cross-functional teams, influencing and building relationships with leaders, and optimizing systems to support scalable, field-based operations.

- **L&D Leadership & Strategy:** Strategic Planning, Team Leadership (Direct & Indirect), Coaching & Mentoring, Talent Development, Learning Culture Development, OKR Alignment, Change Leadership, Community of Practice Leadership
- **Budget & Resource Management:** Project Budget Management (\$50K+), Fundraising & Resource Acquisition, Financial Reporting, Strategic Resource Allocation, Compliance Oversight
- **Team Leadership & Development:** Cross-functional Team Management (30+ members), Assistant Coach Hiring & Development, Vision Setting & Culture Development, Performance Management, Stakeholder Reporting
- **Learning Program Management:** Long-term Strategy & Roadmap Development, Program Design & Execution, Needs Assessment, Curriculum Development, Content Management, Project Management (Waterfall/Agile familiarity), Program Evaluation, Performance Metrics & Reporting
- **AI Integration & Prompt Engineering:** Microsoft CoPilot Custom Agent Development, Advanced Prompt Engineering, Socratic AI Methodology, Generative AI Content Tools (ChatGPT, Gemini, Claude, CoPilot, Perplexity), AI-Integrated Experiential Learning
- **Safety & Compliance Training:** Environment of Care, Emergency Management, OSHA, DHEC, FEMA Guidelines, Machine Safety, Chemical Safety, Fire Safety, Lifting Protocols
- **Learning Technologies:** Learning Management Systems (Cornerstone, Blackboard, Canvas), Virtual Training, eLearning, Articulate 360 (Storyline, Rise), Camtasia, Microsoft Planner, Microsoft Project, SharePoint, Google Workspace, VR Content Delivery, AI-Enhanced Content Creation
- **Stakeholder Engagement:** Cross-functional Collaboration, Executive Leadership Partnership, Influence & Alignment, Relationship Building, Communication (Written & Verbal), Presentation Development & Delivery
- **Data & Analytics:** Data Analysis, Performance Measurement, Problem Solving, Evidence-Based Decision Making, Executive Reporting

Experience

Senior Instructional Designer | Prisma Health | Greenville, SC

March 2022 - Present

- Designed AI-integrated leadership development through "Innovation Forge," designing and implementing a 60-minute experiential learning session for 64+ senior healthcare leaders that combined custom Microsoft CoPilot agent development with advanced prompt engineering, Socratic coaching methodology, and hands-on crisis simulation to teach practical AI prompting

skills while developing strategic communication and problem-solving capabilities across organizational hierarchies.

- Directed annual Learning/Leadership Symposium as Project Manager (400+ attendees), managing \$50,000+ budget and leading 6 cross-functional teams (30+ total team members) including Session Planning, Logistics, Design & Development, and Media & Technology teams; achieved 4.74/5 feedback rating while reporting financial performance and strategic outcomes to executive leadership.
- Led the Microlearning Strategy initiative and implemented a comprehensive Microlearning Toolkit, developing departmental standards and organizational strategy to scale microlearning across the enterprise while optimizing compliance learning content and reducing completion time across 40,000+ employees.
- Designed and delivered operational learning programs for high-risk healthcare environments, including warehouse equivalent settings, focused on safety, lifting, machine operation, and regulatory compliance (OSHA, DHEC, FEMA), creating multimedia-rich training that blends instructional design principles with field-level accuracy to ensure effective performance outcomes.
- Led departmental adaptation to project management software updates (Microsoft Planner/Project integrated with Teams/SharePoint), piloting solutions while ensuring accurate executive reporting and partnering with stakeholders to assess performance needs.
- Developed interactive training materials and SOP documentation for enterprise-wide compliance and operational improvement programs, ensuring audit readiness, regulatory alignment, and scalable training for thousands of employees while collaborating with subject matter experts to enhance learner experience and productivity.

Teacher and Head Coach | Mauldin High School | Mauldin, SC

June 2019 – March 2022

- Led wrestling program as Head Coach, managing program budget, fundraising initiatives, and strategic resource acquisition that secured new uniforms, equipment, and wrestling mats within limited financial constraints; hired, developed, and supervised 2-3 assistant coaches while establishing team culture, vision, and performance development strategies.
- Designed and delivered professional development workshops for colleagues on instructional technology and effective teaching methodologies, acting as lead curriculum designer while evolving learning methodologies for remote-first environments during COVID-19.
- Maintained compliance reporting and administrative oversight for athletic program, preparing performance reports while managing program documentation, budget tracking, and regulatory requirements through a data-driven approach.

Educator & Technology Integration Specialist

(Combined Experience: 2011-2019)

- Led curriculum development and technology integration across multiple high schools and a collegiate setting, designing and facilitating learning for diverse age groups (9th-12th grade, young adults).
- Piloted emerging learning technologies including Google Apps for Education, Chromebooks at three high schools, and VR technology at Lumpkin County High School, demonstrating early adoption and innovation in learning modalities.
- Designed professional development courses for colleagues on data gathering and analysis, enhancing teaching effectiveness through Communities of Practice while piloting statistics tracking programs for performance improvement and individual growth strategies.

Education

University of North Georgia, Master of Arts

2011 - 2014

Major: American History

North Georgia College and State University, Master of Arts in Teaching

2010 - 2011

Major: Secondary Education, Social Studies

Carson-Newman University, Bachelor of Arts

2008 – 2010

Major: History