

JOSHUA LOVEDAY

CONTACT

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Logan, Utah

EDUCATION

MAY 2015

Utah State University

Bachelor's Degree: English

Technical Writing

SKILLS

Instructional Design

Learning Development

Curriculum Development

Project Management

People Management

Leader & Employee Development

Data-Driven Decision Making

Learning Content Management

Cross-functional Collaboration

Multimedia Production

Writing & Editing

TOOLS

Articulate 360

Articulate Rise

Adobe Creative Suite

Microsoft Office Suite

LMS Tools (Litmos & Bridge)

Knowledge Base Tools

Project Management Tools (Jira)

Canva

Adobe Express

PROFILE SUMMARY

Visionary and strategic **Instructional Designer with 9+ years of experience** developing immersive learning experiences that drive change, growth, safety, and understanding. Proven ability to utilize instructional design frameworks, multimedia production, and data-driven learning strategies to identify true learning gaps, foster a positive culture, create safe work environments, elevate the learning experience, and enhance organizational capability. Passionate about developing people-first learning solutions that empower teams and leaders to succeed and streamline workflows.

EXPERIENCE

MAY 2023 – MAR 2025

Learning Enablement Manager | Purple | Lehi, Utah

- Partnered with cross-functional teams and SMEs to identify learning gaps, design curricula, develop solutions, and assess performance
- Developed a leadership competency model, resource library, and effectiveness tools to grow leaders and fill gaps
- Partnered with People teams to support onboarding, talent management and employee engagement initiatives
- Converted a synchronous program to a shorter, more valuable asynchronous program, reducing training time for trainers and new hires
- Created learning solutions to educate adult learners on safe work behaviors and company policies to ensure a secure, compliant environment
- Developed a gamified, employee engagement campaign to foster gratitude and drive traffic to our recognition platform
- Used an Agile + ADDIE approach, work agreements, and project management software to define expectations and ensure accountability
- Used 1:1s, project management tools, impact scorecards, and team goals to clarify expectations and celebrate wins
- Used A/B tests and engagement metrics to evaluate performance and implement improvements
- Created trainer-led and self-paced solutions like multimedia resources, LMS programs, and help articles

FEB 2023 – MAY 2023

Learning Experience Designer | Purple | Lehi, Utah

- Partnered with cross-functional teams and SMEs to define course curriculum and develop learning solutions
- Produced training videos and LMS programs to keep employees safe and reportable injury rates low
- Created curricula and content to educate sales reps on our products and effective sales strategies
- Created trainer-led and self-paced solutions like multimedia resources, LMS programs, and help articles

SEP 2022 – DEC 2022

Copywriter | Pluralsight | Logan, Utah

- Partnered with cross-functional stakeholders and SMEs to create informative content for Pluralsight Flow, a B2B SaaS platform
- Crafted engaging copy—such as blogs, emails, social media posts, and eBooks—to attract and educate clients
- Created and revised client-facing and sales-facing playbooks and guidebooks

JAN 2019 – SEP 2022

Technical Writer & Copywriter | Conservice | Logan, Utah

- Partnered with cross-functional stakeholders and SMEs to develop user-centered documents and sales enablement resources
- Developed a social strategy for multiple verticals and ensured each vertical received an equal amount of support and visibility
- Used existing data and custom reports to evaluate content performance and identify areas of improvement
- Established project management processes and optimized multiple project management platforms
- Crafted content, like how-to video scripts and quick reference guides, to guide users through software
- Crafted engaging copy—such as blogs, books, and email campaigns—to attract and educate clients

JUL 2017 – DEC 2018

E-learning Specialist & Writer | Conservice | Logan, Utah

- Partnered with cross-functional stakeholders and SMEs to create software learning solutions for individuals, leaders, and clients
- Served as a KB and LMS administrator and spearheaded the transition from one KB to a more efficient one
- Developed resources for a leadership development program (LEAD) and completed the program
- Developed quality control processes to ensure a consistent, professional learning experience for adult learners
- Developed blended-learning solutions to effectively onboard new hires and familiarize them with internal software programs
- Produced job aids-like training scripts, videos, and one-pagers-to guide clients and employees through our software programs

APR 2015 – JUL 2017

Tech Writer | Space Dynamics Laboratory | Logan, Utah

- Partnered with stakeholders and SMEs and others to create simple, user-centered learning resources
- Created instructional documents and presentations to guide military personnel through hardware setup and software use
- Participated in document testing sessions to ensure content accuracy