Daniel (Danny) Twieg

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Instructional designer with over 10 years of experience, combining multimedia production and visual design expertise with strategic eLearning development. Collaborates with faculty to create accessible, engaging courses using the Canvas learning management system (LMS) and various educational technologies. Strengths include producing high-quality instructional media—audio, video, Canvas modules, Rise 360 courses, and other digital learning assets, enhancing learner engagement. Proficient in instructional design principles, accessibility standards, and technical tools that support effective learning in higher education environments.

Education

Master of Arts | Learning Design and Technology (LDT)
University of Colorado Denver — Expected May 2025

Bachelor of Arts | Integrative Studies
University of Alabama at Birmingham, Graduated Cum Laude | May 2014

Bachelor of Arts | Video Production and Digital Media Design
University of Alabama at Birmingham, Graduated Cum Laude | May 2014

Experience

Instructional Designer / Teaching Assistant / Digital Media Producer
The Learning Agency at CU Denver | Denver, CO | June 2021 – Present

- Collaborate with faculty to develop and improve online courses on the Canvas LMS, ensuring they meet accessibility standards and objectives.
- Create and refine multimedia content, including video and audio, to enhance course materials and increase student engagement.
- Provide technical support and training for instructors, troubleshoot LMS issues, and suggest solutions to optimize learning experiences.
- Produced two podcasts with 21 episodes, five instructional videos, 22 audiobooks, one Storyline course, and four Rise trainings to support faculty and client projects.

Digital Media Producer / Video Content Creator
atlasRFIDstore | Birmingham, AL | June 2014 – March 2020

- Produced 100+ instructional videos on RFID products and technologies, enhancing learner comprehension and managing all aspects of production, from scripting to delivery, which resulted in shorter sales cycles and a lighter workload for the support team.
- Designed a branded YouTube end screen, contributing to a 25% increase in channel subscriber engagement.
- Managed procurement of video production equipment to enhance production quality.

Digital Media Fellowship

University of Alabama at Birmingham (UAB) | [Digital Media Commons](#) | Sept. 2013 – Aug. 2014

- Collaborated with campus departments to produce instructional and promotional videos that supported academic initiatives.
- Delivered workshops on video production and multimedia software to students.
- Mentored students on the use of multimedia equipment and software.
- Recognized with multiple Student ADDY Awards, including a National Silver ADDY.

Graphic Designer / Photographer

University of Alabama at Birmingham (UAB) | [BLOOM Studio](#) | May 2012

Contributed to the design team that earned the $47,820 Sappi Id*eas That Matter Grant* for an impactful community outreach project.

Skill Set

Educational Technology
- eLearning development
- Curriculum development
- Canvas LMS, Rise 360, Storyline 360
- Accessibility standards (WCAG, UDL)

Media Production
- Video and audio editing
- Adobe Creative Suite (Premiere Pro, Audition, After Effects, Photoshop, Illustrator)
- Visual design for educational content

Technical Proficiencies
- Google Workspace
- HTML/CSS for eLearning customization

Educational Frameworks
- Backward design
- ADDIE