Daniel (Danny) Twieg

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Experienced instructional designer with over a decade of experience, specializing in digital media production, visual design, and e-learning development. I work in close partnership with faculty and external clients across various platforms, including Canvas LMS, Articulate Rise, and multiple types of streaming media. Expertise spans the entire range of instructional media creation—from audio and video content to interactive Canvas modules and Rise 360 courses—all designed to boost learner engagement and enhance educational outcomes. Skilled in instructional design principles, accessibility standards, and technical tools that support learning in higher education.

Education

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

- **Bachelor of Arts | Integrated 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

Lead Mentor
University of Colorado Denver | Denver, CO | Sept. 2025 – Present

Serve as a Lead Mentor for an online graduate course in the Urban Teacher Education program.

- Collaborate with the instructor to enhance the course's visual design in the Canvas LMS by applying key design principles and utilizing the Canvas HTML Editor to refine the layout.
- Ensure the course meets accessibility standards and maintains intuitive navigation for all learners.
- Provide prompt technical support to both the instructor and students.

Instructional Designer / Teaching Assistant / Digital Media Producer
The Learning Agency at CU Denver | Denver, CO | June 2021 – May 2025

- Produced two podcasts with 21 episodes, 5 instructional videos, 22 audiobooks, 1 Storyline course, and 4 Rise trainings to support faculty and client projects.
- Collaborated with faculty to develop and improve online courses on the Canvas LMS, ensuring they met WCAG 2.1 accessibility standards and objectives.
- Collaborated with systems administrators in the operations and maintenance of Canvas catalogs, course management, and student access.
- Created and refined multimedia content, including video and audio, to enhance course materials and increase student engagement.
- Provided technical support to students and faculty, troubleshooting LMS issues, and suggesting solutions to optimize learning experiences.

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 that resulted in enhanced production quality.

Digital Media Fellowship (Digital Media Commons)
University of Alabama at Birmingham (UAB) | Birmingham, AL | 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 (BLOOM Studio)
University of Alabama at Birmingham (UAB) | 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 (Pre-Production, Production, Post-Production)
- 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
- SAM
- Design Thinking
- Critical Digital Pedagogy