

DAVID M. MOORE, M.ED.

Instructional Designer | eLearning Developer | Curriculum Architect

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SUMMARY

Instructional designer with a federal career spanning 1987 to 2026, 26 years of it across the full training lifecycle: analysis, objective design, courseware, assessment, and evaluation. Master of Education in Curriculum and Instruction (summa cum laude) and Navy Master Training Specialist. Equally strong on the design craft and on modern production: recently built an AI-assisted video pipeline that cut full-episode production to a single working session. Self-directed, remote-ready, and measured by output. Available for full-time remote or contract instructional design.

PORTFOLIO

- **Case study:** raw AI output vs designed instruction · portfolio.rhynoworks.ai/case-studies/raw-ai-vs-designed
- **Published Rise course**, "After the Uniform: 3 Myths That Stall Your Transition" · portfolio.rhynoworks.ai/course
- **Case study:** AI-assisted courseware pipeline · portfolio.rhynoworks.ai/case-studies/ai-assisted-development

CORE SKILLS

Full ADDIE and Systematic Approach to Training lifecycle · Job and task analysis · Terminal and enabling objective design · Criterion-referenced assessment and item validity · Custom eLearning and instructional video · Graphics for online and print · Learning management system (LMS) build, deployment, and maintenance · Navy Integrated Learning Environment (ILE) content · Camtasia · Microsoft Office · AI-assisted video production pipeline (generative imagery, synthetic voice, forced-alignment captioning, overlay compositing, loudness normalization) · Quick to learn standard authoring tools (Articulate Storyline / Rise)

SELECTED WORK

- **Rhynoworks, Founder and Lead Instructional Designer (2024 to present).** Founded a veteran-owned learning practice while completing federal service and took it full time on retirement in 2026, with no break in professional work. Designs and produces complete online courses and instructional video end to end; built an AI-assisted production pipeline and a four-tier, 40-course academy solo.
- **Runs the full ADDIE / Systematic Approach to Training lifecycle solo.** Audience and task analysis, terminal and enabling objectives, courseware, criterion-referenced assessment, deployment, and revision against evaluation data, across 26 distinct curricula.
- **Designs and delivers custom learning at volume.** Built 14 instructional products end to end, including a four-tier, 40-course academy, and produced roughly 1,800 finished assets to a documented standard: 569 videos, 680 workbooks and job aids, and 551 graphics.
- **Builds an AI-assisted instructional video pipeline.** Defined quality gates at script and storyboard; integrated generative imagery, synthetic voice, forced-alignment captioning, programmatic overlay compositing, and loudness normalization; reduced full long-form episode production to one working session. The rare pairing of design judgment with a working AI toolchain that does the work of a small team.
- **Documents process.** Authored and maintain 54 standard operating procedures for course build, media, publishing, and distribution, versioned against operational experience.
- **Assessment depth.** Designated U.S. Navy Testing Officer with ownership of test construction, item validity, and material control, the competency most instructional designers cannot evidence.

- **20 years in the U.S. Navy and 19 as a Department of the Navy civilian (1987 to 2026), 26 years in technical training and instructional design.** Operational U.S. Navy Cryptologic Technician (Maintenance), deployed worldwide ashore and afloat (1987 to 1998); certified Navy Instructor in 1998, Master Training Specialist in 2000; retired Senior Chief (E-8). Then 19 years as a Department of the Navy civilian, GS-1712 Training Instructor and finally GS-1750 Instructional Systems Specialist at the Center for Information Warfare Training (CIWT). Provided instruction and training-systems management for more than 7,500 learners across 85 course pipelines (26 distinct curricula).

EDUCATION

M.Ed., Curriculum and Instruction, summa cum laude · California Coast University · 2012
B.S., Liberal Arts (emphasis in education and adult psychology) · Excelsior College · 2003
A.A.S., Technical Studies · Regents College · 2000
Master Training Specialist, U.S. Navy, 2000

ADDITIONAL CREDENTIALS

CompTIA A+ (Good for Life) · Qualified Cisco Networking Academy Instructor, Pensacola State College (IT Essentials 2016; CCNA Introduction to Networks and Routing and Switching Essentials 2018) · Cisco Networking Academy: Introduction to Cybersecurity (2021)