

JOSHUA LOVEDAY

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Education

Utah State University

BS: Technical Writing (2010-15)

Grand Canyon University

MS: Instructional Design (2025-27)

Skills

- Instructional Design (ID)
 - Technical Documentation
 - ADDIE Model
 - Adult Learning Theory
 - Curriculum Mapping
 - LMS Administration
 - Learning Experience Design
 - Learning ROI / Analytics
 - Change Management
 - Stakeholder Management
 - Visual Storytelling
 - Cultural Leadership
 - Growth Mindset
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Tools

- Articulate 360
- Articulate Rise
- SAP Litmos
- Bridge LMS
- Adobe Creative Suite
- Generative AI
- Snagit
- Canva
- Asana
- Monday.com
- Microsoft Teams
- Microsoft SharePoint

Work Experience

Educational Content Writer

Orange Logic | Remote | 12/2025–Current

- Supported product and new feature adoption by producing internal and external training documentation for quarterly software releases.
- Coordinated the administration of a dual-facing corporate university, managing users and sandbox training environments.
- Collaborated on documentation standards by reviewing team deliverables, ensuring consistent tone, style, and instructional design across assets.
- Championed operational excellence by proactively proposing improvements and enhancements to elevate the product and company.
- Leveraged a growth-oriented mindset to iterate on educational assets, learn from the wisdom of peers, and apply improvements.

Career Transition & Professional Development

Independent | Remote | 03/2025–12/2025

- Commenced master's degree in Instructional Design to deepen expertise in andragogy and Learning Experience Design (LXD).
- Researched and integrated generative AI (ChatGPT, Gemini, Adobe Firefly) into instructional workflows to accelerate content prototyping and creation.
- Designed and launched a professional portfolio website to showcase ID case studies, multimedia assets, and professional values framework.
- Completed formal coursework in Fine Arts, studying composition and diverse mediums to enhance visual storytelling and design aesthetics.
- Provided pro-bono career search support and resume coaching for displaced professionals within multiple business sectors.

Learning Enablement Manager

Purple | Lehi, UT | 05/2023–03/2025 | *Role impacted by company RIF*

- Optimized onboarding via asynchronous learning, reducing new hire time-to-productivity by 30%.
- Engineered a 3-tier, 5-competency leadership model to provide all employees with a clear, actionable roadmap for career progression.
- Accelerated leadership pipeline by building a knowledge hub mapped to core competencies, democratizing access to 175+ curated resources.
- Integrated team workflows and evaluation metrics with organizational goals, amplifying production of high-impact deliverables.
- Engineered analytics models for measuring learning ROI, prioritizing projects, and monitoring engagement to optimize performance.
- Orchestrated the production of 200+ multimedia assets, balancing instructional quality, accessibility, and brand requirements.
- Guided a team through systemic change, balancing high-stakes delivery with proactive support for mental well-being and professional fulfillment.

Learning Experience Designer

Purple | Lehi, UT | 02/2023–05/2023

- Mitigated operational risk by producing 20+ safety eLearning courses, reducing workplace incidents to <1% and lowering insurance liabilities.
- Boosted sales rep readiness via immersive gamified learning, shortening the new rep ramp time and strengthening brand-consistent messaging.
- Elevated instructional rigor by leveraging the ADDIE framework to map learning objectives to measurable behavioral shifts and business outcomes.
- Modernized training delivery by transitioning live sessions to a digital-first model, reducing per-learner costs while improving completion rates.

Copywriter

Pluralsight | Draper, UT | 09/2022–12/2022 | *Role impacted by company RIF*

- Optimized technical onboarding via “Flow Academy,” optimizing workflows to reduce client engineering cycle times by up to 35%.
- Elevated a 65-page leadership eBook by applying ADDIE and adult learning principles, increasing content clarity and actionable takeaways.
- Bridged the gap between product and user by creating instructional content, increasing the customer journey and SaaS adoption.
- Demonstrated elite project agility by managing high-stakes, concurrent deliverables for multiple clients without compromising content integrity.

Technical Writer & Copywriter

Conservice | River Heights, UT | 01/2019–09/2022

- Developed a persona-based engagement framework that tripled content reach (200% growth) through data-validated messaging and design.
- Empowered SaaS clients via 50+ targeted instructional assets, reducing user friction and improving adoption and conversion.
- Directed strategic communications for 5+ acquisitions, safeguarding company culture and ensuring employee alignment.
- Translated raw data into strategic growth by building comprehensive, audience-centered dashboards to monitor 50+ performance metrics.
- Spearheaded multiple project management platform migrations, eliminating silos and boosting team productivity and task visibility.
- Applied ADDIE to create learner-centric documentation to improve self-service success rates and lower operational support costs.

eLearning Specialist

Conservice | River Heights, UT | 07/2017–12/2018

- Slashed onboarding time 33% by revamping blended learning training paths via ADDIE, accelerating new-hire time-to-productivity.
- Strategized and executed a Knowledge Base overhaul, securing executive buy-in for a new solution that continues to serve the company today.
- Standardized instructional delivery by supporting Train-the-Trainer sessions, measurably boosting facilitator confidence and performance.
- Established design governance via custom QC rubrics, templates, and processes ensuring consistency and quality across all learning assets.
- Co-managed Litmos LMS for 1500+ users, orchestrating learning paths, course settings, and troubleshooting user issues.