



BRENT BOLLENBACH

Instructional Designer | eLearning Designer | Motion Graphics

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PROFESSIONAL SUMMARY

I am a creative instructional designer with 15+ years of experience developing eLearning, motion graphics, and digital training content. Skilled in **Adobe Creative Suite, Articulate 360, and AI-assisted design tools**. Known for turning complex cybersecurity concepts into engaging, easy-to-understand visuals. Collaborative, adaptable, and always focused on improving learner engagement and visual clarity.

SKILLS

eLearning & Instructional Design

Articulate 360 (Storyline & Rise), Adobe Captivate, Adobe Animate, Storyboarding, Accessibility Standards, Interactive Design, ADDIE model

Motion Design & Animation

After Effects, Duik, Premiere Pro, Video Compositing, Typography, Infographics

Design & Illustration

Illustrator, Photoshop, Procreate, Figma, Asset and Icon Creation, Art Direction, Brand Systems

AI & Emerging Tools

ChatGPT, Gemini, Firefly, MidJourney, Sora, ElevenLabs, Synthesia, VEO 3, Kling

Workflow & Collaboration

HTML/CSS, Microsoft Teams, Trello, Slack, Cross-Team Collaboration, Project Planning

EXPERIENCE

Infosec Institute – Madison, WI

Sr. Animator / Instructional Designer / Motion Graphics Designer (2021–2025)

Digital Asset Artist (2018–2021)

- Completed numerous instructional design modules from concept through final

delivery, ensuring engaging, learner-focused outcomes.

- Designed and animated award-winning eLearning and cybersecurity training content for global learners.
- Partnered with other instructional designers to translate learning objectives into interactive visuals and video-based lessons.
- Integrated AI tools (Firefly, MidJourney, Synthesia, VEO 3) to streamline asset creation and creative workflows.
- Rigged custom After Effects puppets using Duik to enhance motion consistency across modules.
- Delivered animations and visual assets aligned with brand identity and accessibility standards.
- Supported marketing teams with posters, infographics, and internal communication campaigns.

TDS Telecom – Madison, WI

Sr. Developer, eLearning (2013–2014)

Lead Web & UI Designer – Internet Marketing (2012–2013)

Sr. Administrator – Internet Marketing (2009–2012)

- Produced interactive training courses and animations using Flash, Actionscript 3.0, and HTML/CSS.
- Collaborated with project managers and UX leads to design intuitive web layouts and product education tools.
- Developed internal and customer-facing eLearning materials focused on usability and engagement.
- Managed layout prototypes, content libraries, and design consistency across product platforms.

SA Ignite – Chicago, IL

Senior UI Designer / Front-End Developer (2014–2018)

- Designed application interfaces and prototypes for healthcare data analytics software.
- Collaborated with UX analysts to build user-centered layouts, mockups, and wireframes.
- Hand-coded responsive HTML/CSS while maintaining design libraries and UI

standards.

Wisconsin State Journal / Capital Newspapers – Madison, WI

Graphic & Multimedia Designer (2006–2009)

- Produced multimedia and interactive visuals for digital publications and advertising campaigns.
- Developed award-winning online graphics for Hip Hop 101 and Outback Bowl Preview.

EDUCATION

Minneapolis College of Art and Design - Minneapolis, MN

Bachelor of Fine Arts – Animation (1999 - 2003)

AWARDS & HONORS

- Core Concepts: MFA Fatigue Attacks – Silver, Telly Awards (2024)
- Hacked for the Holidays – Gold & Bronze, Telly Awards (2024); Silver, GDUSA (2023); AAF Madison (2023)
- Level Up Your Cybersecurity – AAF Madison (2023)
- N2K: Insider Threats Animation – WAVE Awards (2022)
- Just the Facts – Creativity International Awards (2021)
- The Wild Wild Net – Multiple Awards: NYX (Grand & Gold), MUSE (Gold & Silver), Telly (Silver), GDUSA (Design), AAF Madison (Gold)
- Hip Hop 101 – First Place, Online News Association & Milwaukee Press Club (2008)