Jason Barr

Art Director / eLearning Designer / AI-Enhanced Visual Communicator  
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# Professional Summary

Multidisciplinary Art Director and eLearning expert with 20+ years of experience leading high-impact training solutions for Life-science clients. Proven track record in deploying AI-driven workflows, streamlining digital production, and delivering award-winning content. Recognized as the internal Storyline authority and AI innovation lead at SendingCell.

# Core Competencies

* eLearning Development: Articulate Storyline, Adobe Captivate, SCORM/xAPI, multimedia integration
* AI & Emerging Tech: Runway ML, MidJourney, ElevenLabs, Canva AI, Hedra, AI voiceover production
* Multimedia Design: Adobe Creative Suite (Photoshop, Illustrator, After Effects, Audition, Premiere), PowerPoint
* Web/UI Design: Figma, HTML & CSS (proficient), JavaScript (familiar), responsive interfaces
* Collaboration: Vendor coordination, project management support, team-based innovation
* Voice & Video: Voiceover integration (AI & real), video editing, screencasting, interactive prototyping

# Professional Experience

**SendingCell (formerly MC3) – West Chester, PA**

***Senior Art Director***

2023–Present

* Lead high-level creative direction across multiple eLearning, training, and digital media initiatives
* Drive adoption of emerging technologies, including advanced AI tools (Runway ML, ElevenLabs, MidJourney)
* Mentor designers and developers while acting as the senior advisor on Storyline projects and UX workflows
* Collaborate cross-functionally with project managers, developers, and instructional designers

***Art Director***

2018–2023

* Sled end-to-end development of interactive eLearning modules and serious games for major pharmaceutical brands
* Pioneered AI voiceover workflows, improving efficiency and reducing production timelines by 50%
* Developed an internal Storyline showcase to support project managers in client strategy and sales
* Recognized company-wide for creative leadership, technical innovation, and consistent early delivery

***Senior eLearning Developer***

2011–2018

* Mastered Articulate Storyline, Adobe Captivate, and SCORM/xAPI deployment
* Integrated multimedia assets into training environments, including custom voiceovers and UI design
* Converted complex content into engaging and effective digital learning
* Provided technical troubleshooting, testing, and LMS coordination

***Senior Graphic Designer***

2005–2011

* Created logos, posters, event branding, and enhanced DVDs for top pharma clients
* Produced 3D stage mockups using Photoshop and 3D Studio Max
* Built interactive media and training games in collaboration with developers
* Managed print vendor relationships and ensured quality control

**Interactive Graphics Inc. – Wayne, PA**

*Multimedia Designer*

2000–2005

* Designed and maintained websites using HTML, CSS, JavaScript, Flash, and Dreamweaver
* Built ColdFusion-driven web apps integrated with Access or MySQL databases
* Developed cohesive user experiences with emphasis on intuitive navigation and professional visual design
* Created supporting print media and multimedia presentations aligned with digital campaigns

**Barlen Group – Jenkintown, PA**

*Graphic Designer*

1998–2000

* Designed print collateral including catalogs, brochures, mailers, and advertisements using Photoshop, Illustrator, and QuarkXPress
* Collaborated closely with writers, photographers, and printers to deliver polished client-facing assets
* Managed design projects from thumbnail sketches through final production

# Education

Antonelli Institute – Erdenheim, PA

Associate Degree in Communications Design (1996–1998)  
- First Place: Package Design, Computer Art, Corporate Identity  
- Second Place: Anti-Litter Campaign  
- Alpha Beta Kappa Honor Society