FERALUCCE SAVAGE

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Portfolios: savagelightstudios.com/portfolio | This track: savagelightstudios.com/portfolio/instructional-design/

INSTRUCTIONAL DESIGNER | MULTIMEDIA LEARNING | PERFORMANCE SUPPORT

PROFESSIONAL SUMMARY

Instructional designer with more than 30 years in media production, including 14 years producing independent film and television, where the job on every shoot was training the crew and turning a plan held by a few people into one a whole crew could act on. Since 2021, designed onboarding, job aids, performance support and facilitator material for 20 Below, a tabletop roleplaying game, and ran the playtests that evaluate them. Brings video production, motion graphics and visual design to learning projects, with an MA in Film Production.

CORE QUALIFICATIONS

- Needs, Audience & Task Analysis
- Learning Objectives & Storyboarding
- Scenario-Based & Branching Design
- Job Aids & Performance Support
- Guided Onboarding Design
- Facilitator Guides
- Kirkpatrick Evaluation Planning
- Formative Evaluation & Playtesting
- Simulation-Based Testing
- Accessible eLearning (ARIA)
- Video Production & Motion Graphics
- Visual Design & Data Visualization
- Crew & Team Training
- Curriculum Design
- AI-Assisted Development

Tools: Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition, Acrobat Pro, Animate, Media Encoder); Articulate Rise 360, DaVinci Resolve, Final Cut Pro

PROFESSIONAL EXPERIENCE

Producer — 20 Below (tabletop roleplaying game), Remote

March 2021 – Present

- Lead a 15-person team (communications, language, engineering, web, four game designers, seven playtesters) building a rulebook and four companion apps.
- Storyboarded and built a three-course training suite in Articulate Rise 360 for bug reporting and triage, playtester onboarding and press outreach, then rebuilt it as free web pages the team uses (samples: feralucce.github.io/elearning-samples).
- Designed guided onboarding in the Character Creator that teaches the rules in the order a new player needs them, gives feedback on every choice and prevents errors before they happen.
- Built performance support into the play tools so the software does the arithmetic: an attack resolves from one button in one roll, and a character sheet went from 36 roll buttons to 5.
- Audited and designed 23 single-question job aids from computed design data; the audit filled a coverage gap and exposed four rule errors, which were fixed at the source.
- Separated learning material from in-session reference, and wrote a facilitator guide for the game master running live sessions.
- Run playtests as formative evaluation, logging where players stall or repeat a question and feeding each finding into the next draft.
- Tested a skill progression against five benchmark learner profiles by simulation; retired a tier that made low-ability learners perform worse, and migrated every saved record.

Case studies: Learning the Game by Building a Character (guided onboarding); The Rules You Don’t Have to Remember (performance support); One Page, One Question (job aids).

Owner | Executive Producer | Creative Director — Savage Light Studios, LaPlace, LA

1994 – Present

- Trained and briefed cast and crew on every production, turning schedules and plans into call sheets and briefings people could act on under time pressure.
- Designed three film-crew training samples from that experience: a branching first-day scenario for production assistants, a call-sheet job aid and micro-course, and a set-safety orientation with a four-level (Kirkpatrick) evaluation plan.
- Designed C-47 Production Engine, a preproduction app for new filmmakers, and its free ten-lesson course (savagelightstudios.com/learn-c47), written against the running app; when the course exposed thin sample data, the fix shipped in the app as release 0.9.2, and the course was rebuilt in Articulate Rise 360 and tested as SCORM 2004.
- Designed VersionPoint, a revision-control app for federal communications offices, and its ten-lesson training course for comms staff, written against the running app with every screenshot captured by script; each real fault found while walking the lessons was fixed in the app before its lesson was written, then the course was rebuilt in Articulate Rise 360 and tested as SCORM 2004 in SCORM Cloud.
- Direct all phases of production, from client consultation and concept through scripting, shooting, post-production and final delivery.
- Produce commercial, corporate, documentary and narrative media, with 17 producer credits in independent film and television (2011–2024).
- Oversee cinematography, lighting, editing, motion graphics and color, and build post-production workflows that improve collaboration and delivery.

Senior Cinematographer & Motion Graphics Artist — Zebonky, New Orleans, LA
2025 – Present

- Shot product cinematography and created motion graphics that show how products work, for web and social.
- Filmed interviews, product launches and live events as part of a multi-person photo and video team.

Cinematographer & Motion Graphics Artist — Albright's Raw Dog Food, Fort Wayne, IN
2025

- Developed motion graphics that explained technical product information clearly to consumers.

Digital Archivist & Media Specialist — University of New Orleans, New Orleans, LA
Summer 2023

- Designed cataloging and metadata standards that made a digital media collection findable.

Editing Lab Technical Proctor — University of New Orleans, New Orleans, LA
2019 – 2021

- Trained and coached faculty and students on Adobe Creative Cloud, DaVinci Resolve and editing workflows.

Creative Instructor & Program Coordinator — Art Camp 504, New Orleans, LA
2018 – 2019

- Designed and delivered a structured curriculum to program milestones and learner needs.
- Coordinated scheduling and logistics for a recurring multi-week program.

ADDITIONAL EXPERIENCE

- Senior Customer Service Representative (Tier 5) — Sears Contractor Services Group, Apopka, FL — 2007–2010
- Senior Archivist & Sample Retrieval Technician — ABC Chemical Labs, Boone, MO — 2005–2007

EDUCATION

Master of Arts, Film Production
University of New Orleans — 2025 — GPA 4.0

Bachelor of Arts, Film & Theater
University of New Orleans — 2021 — GPA 3.93