

Ian Vanhoof

Technical Curriculum Developer

Jacksonville FL • (904) 343-4775
vanhoof.ian@gmail.com • <https://ianvanhoof.com> • [LinkedIn](#)

Instructional Design Leader with deep expertise in overseeing enterprise-wide learning strategies across fast-paced, technology-driven organizations. Demonstrated expertise in designing scalable learning programs, leading LMS administration, and aligning content development with evolving business goals and verticals like cybersecurity, Medical/Clinical, OT/IoT, Asset Management. Skilled in applying UX principles, adult learning theory, and modular architecture to enhance learner engagement and retention. Proven ability to oversee the full lifecycle of instructional design, from needs analysis and stakeholder collaboration to curriculum delivery and system optimization. Known for building cross-functional partnerships with technical R&D and SE Sales teams, driving digital learning transformations, and supporting global enablement efforts in cybersecurity, SaaS, and cloud environments. Committed to continuous innovation, accessibility, and instructional excellence.

Areas of Expertise

- ◆ eLearning Development
- ◆ Technical Writing & Editing
- ◆ Instructional Design Strategy
- ◆ Learning Management Systems (LMS)
- ◆ Technical Enablement Strategy and Architecture for Account Engineers, Sales Engineers, and other technical roles.
- ◆ UX/UI for Learning Platforms
- ◆ Modular Course Architecture
- ◆ Curriculum Development for Onboarding and
- ◆ Full Stack Web Development
- ◆ WCAG Accessibility Standards
- ◆ Enterprise Training Solutions
- ◆ Content Management Systems
- ◆ Cross-Functional Collaboration
- ◆ Cybersecurity, SaaS, Cloud and App Security Enablement

Career Experience

Armis, Remote

2021 – Present

Senior Instructional Architect and Designer

Lead development and implementation of instructional design strategies to support internal and external learning initiatives. Structure and organize course content for diverse audiences, including customers, partners, and internal employees. Collaborate with cross-functional teams to map learning paths and improve content delivery. Maintain learning management system (LMS) infrastructure, manage integrations, and monitor performance metrics. Apply adult learning principles and UX best practices to enhance knowledge retention and learner engagement. Leverage Absorb LMS to streamline user access, automate workflows, and optimize system functionality.

Key Achievements/Contributions:

- Designed and launched a full suite of on-demand courses and training materials across customer, partner, and employee training paths to enhance accessibility and user experience.
- Created onboarding learning paths with auto-enrollment for technical roles for each layer of the sales teams (AE, SE, TAM, CSM).
- Led end-to-end administration of Absorb LMS, supporting enterprise-wide learning initiatives and optimizing system performance.
- Oversaw LMS operations, streamlining course deployment, user access, and 3rd party integrations, including BambooHR.
- Adapted training programs in a dynamic cybersecurity software environment, aligning learning strategies with evolving business priorities.

VMware, Remote

2020 – 2021

Solutions Enablement Manager

Steered enablement efforts to transition Carbon Black Enablement into the VMware Solutions Enablement framework. Designed scalable and modular content solutions to support product learning across global teams. Partnered with

subject matter experts to build integrated curricula aligned with VMware's broad product portfolio. Developed strategic assets and tools to drive engagement and ensure consistent knowledge transfer. Collaborated across departments to localize content per region and facilitate global deployment. Played integral role in VMware Innovation Team, contributing to award-winning projects that enhanced enablement strategy.

Key Achievements/Contributions:

- Delivered 100+ page enablement book detailing VMware products and solution connections, adopted globally and localized into five languages.
- Scaled modular course curriculum across VMware Solutions portfolio, enabling consistent regional delivery.
- Designed and developed modular eLearning content for cybersecurity solutions during organizational transition.
- Built and maintained enablement curriculum for 100+ product solutions, streamlining global learning initiatives.
- Developed SaaS enablement curriculum, driving alignment across solutions and supporting strategic transformation objectives.

**Carbon Black, Waltham, MA
Instructional Designer & LMS Specialist**

2019 – 2020

Provided instructional design and LMS administration across enterprise-wide learning programs. Managed content deployment and user support for training systems, ensuring smooth operation and accessibility of all enablement materials. Led creation and maintenance of multimedia-rich training courses tailored for both technical and non-technical audiences. Built web-based learning interfaces and collaborated closely with internal teams to refine user experience and align content to learning objectives.

Key Achievements/Contributions:

- Reduced website support calls to zero by redesigning the entire front-end and UX of the training website.
- Enhanced scalability by rebuilding all learning content into modular, reusable design architecture.
- Improved LMS reporting accuracy by reformatting modular product training to align with system capabilities.
- Elevated learner experience by revamping UX of enterprise content management and LMS platforms.

**A List Apart, Remote
Technical Editor**

2015 – 2018

Reviewed, edited, and curated high-quality technical content for an award-winning web design publication. Collaborated with globally recognized authors and a distributed editorial team to maintain the platform's standards and voice. Maintained open lines of communication across remote teams and contributed to refining editorial workflows for greater consistency and quality.

Key Achievements/Contributions:

- Contributed to publication standards by editing front-page articles in collaboration with leading global authors and editors.
- Ensured technical accuracy by testing and troubleshooting embedded code within each assigned article.
- Strengthened team coordination by actively participating in weekly editorial meetings with remote contributors.

**3D Digital Agency, Jacksonville, FL
Developer & System Administrator**

2016 – 2020

Oversaw system administration for web hosting environments and led development efforts across multiple client web projects. Managed WHM-based servers, configured back-end environments, and ensured high uptime and system stability. Maintained and developed custom WordPress solutions tailored to client needs, including e-commerce, SEO optimization, and responsive design.

Key Achievements/Contributions:

- Delivered full-stack functionality using Sed, Awk, Python, PHP, HTML, CSS, and JavaScript across custom web solutions.
- Applied scripting and programming skills in Sed, Awk, Python, PHP, HTML, CSS, and JavaScript to automate tasks, build dynamic websites, and resolve technical issues.
- Maintained, built, and deployed tailored WordPress websites, enhancing client digital presence and usability.

**Florida State College, Jacksonville, FL
Center for eLearning: Senior Multimedia Web Designer**

2012 – 2019

Led design and development of multimedia and web assets for eLearning environments across multiple LMS platforms. Designed front-end layouts, produced visual content for seamless integration of modular content into systems like Moodle, Canvas, and Blackboard. Managed multimedia production lifecycle, including photography, videography, and audio recording for digital courses.

Key Achievements/Contributions:

- Executed modular web based front-end design system across Moodle, Canvas, and Blackboard to enhance consistency and learner engagement as well as to maintain accessibility standards
- Deployed and maintained Moodle-based training platform used to educate all K-12 lunch staff across Florida.
- Partnered with instructional design team to build eLearning courseware, increasing content interactivity and instructional quality.
- Produced original multimedia assets—graphics, video, and audio—for integration into digital coursework.

Additional Experience

IT: Engineer IV | Director of Enterprise Content Management | Director of Multimedia Technology | Manager Digital Multimedia Authoring Center | Webmaster | Microcomputer Support Technician, Florida State College, Jacksonville, FL

Lead Designer & Owner, Option 8 Productions

Education

AA in Computer Science, Florida State College, Jacksonville, FL

Technical Skills

Design: Web, UI/UX Design Thinking, Addie, Sam, Universal Design Systems, Layout, Instructional Design, Curriculum Design, typography, readability and accessibility standards | **MultiMedia:** Adobe Suite | **Dev:** HTML, CSS, JS, Python, PHP, MySQL, & Git

Content: Adobe, Seismic, Jekyll, Perch Runway, Wordpress | **Learning:** AbsorbLMS, Moodle, Litmus, Canvas, Blackboard, Articulate, Adobe | **Server Admin:** cPanel WHM, CentOS, OSX, Apache & MySQL