Learning Experience Creative Specialist

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Compensation Range:

Annual Salary: $50,790.00 - $68,570.00

Position Summary

The Learning Experience Creative Specialist brings online courses to life through innovative design, multimedia development, and learner-centered creative solutions. This role blends visual design, media production, and foundational instructional design principles to create engaging digital learning assets for undergraduate, graduate, and professional programs.

Working collaboratively with Learning Experience Designers, course authors, project managers, and other university stakeholders, the Creative Specialist designs, develops, and updates course content, including graphics, interactive activities, multimedia elements, and LMS-integrated digital resources. The position also contributes to quality assurance by ensuring learning materials align with course objectives, accessibility standards, and effective learning practices.

Creative Specialists collaborate on multimedia projects from concept through delivery, transforming instructional ideas into clear, compelling, and pedagogically sound learning products that support student success.

Essential Functions:

- Design and develop high-quality multimedia content-including graphics, audio, video, interactive elements, and digital learning assets-using industry-standard and emerging design technologies.
- Integrate multimedia assets and interactive content into the e-learning platform, ensuring usability, accessibility, and adherence to design and brand standards.
- Collaborate with Learning Experience Designers, course authors, faculty, and design leadership to develop course content from initiation through completion, providing consultation on instructional design and online learning best practices.
- Use professional design and development tools (e.g., Adobe Premiere, After Effects, Illustrator, Photoshop, and authoring tools) to produce polished multimedia assets and applications.
- Apply best practices in accessibility, usability, and instructional design to guide the development of all assigned projects.
- Evaluate course materials to ensure alignment with curriculum requirements, school standards, and course author expectations.
- Translate subject matter expertise into clear instructional materials such as storyboards, mockups, scenarios, simulations, and visual assets.
- Maintain and update course content to ensure accuracy, consistency, and currency across online learning experiences.
- Make informed design decisions and contribute original creative concepts that enhance instructional clarity and learner engagement.
- Conducts the Creative Services Quality Assurance (QA) process to ensure course functionality, visual and structural consistency, accessibility compliance, and alignment with established design and instructional standards.
- Support design and development workflows by contributing to project planning, documentation, and collaborative decision-making.
- Participate in professional development to stay current with emerging tools, trends, and technologies relevant to multimedia design and online learning.
- Perform other duties as assigned.

Supervisory Responsibilities: N/A

Requirements:

Education & Experience:

- Bachelor's degree in Graphic Design, Web Design, Instructional Design or related field, required.
- Two (2) years' experience developing rich, multimedia content and web pages.
- One (1) year of experience developing course media content in a corporate, educational, or freelance environment or commensurate experience in instruction, training, or online pedagogy.

- One (1) year of experience in online course creation within a learning management system using training and development authoring tools.

Competencies/Technical/Functional Skills:

- Strong interpersonal skills and the ability to effectively communicate with diverse constituencies.
- Ability to communicate effectively orally and in writing.
- Communicates effectively, listens sensitively, and adapts communication to the audience.
- Demonstrates the ability to be open, honest, and candid when communicating with others.
- Develops new insights into situations; questions conventional approaches; encourages new ideas and innovations.
- Ability to generate imaginative or creative solutions that produce successful outcomes.
- Strong organizational skills with great attention to detail.
- Accepts personal accountability, seeks resolution for limitations, supports honesty and respect.
- Ability to work independently and foster a cooperative spirit within a team.
- Ability to participate as an active team member and work toward a common goal.
- Ability to support a collaborative work environment to ensure the best results.
- Ability to reach out and ask for help or seek expertise when needed.
- Ability to drive toward achieving measurable and challenging goals to support organizational success.
- Beginner knowledge in a learning management system(s).
- Basic knowledge of principles and practices of graphic design is required.
- Basic knowledge of emerging design technologies (e.g., Artificial Intelligence (AI), Generative AI, etc.)
- Knowledge of content development for curriculum or training.
- Intermediate knowledge of Microsoft Office Suite applications (Word, Excel, PowerPoint, Outlook).
- Intermediate knowledge of authoring tools (e.g., Articulate 360, Adobe Captivate), required.
- Working knowledge of instructional design principles, preferred.
- Working knowledge of HTML, CSS, JavaScript, and web accessibility, required.
- Strong knowledge of Internet terms, technologies, and protocols.
- Strong knowledge of design applications (e.g., image processing, vector design, video editing), preferred.

Travel: Travel seldom required

Location: Remote, USA

#LI-Remote

Candidate receiving offers will be offered a salary/pay rate commensurate with experience that vary based on a candidate's qualifications, skills, and competencies. Absent exceptional circumstances, candidates will be offered a salary within this range for this position. The minimum salary will be offered based on the minimum exemption threshold based on state of residency. Base pay is one component of National University's total rewards package, as we are dedicated to supporting the needs of the "whole you" with our holistic approach to employee benefits by offering comprehensive well-being benefits for you and your family. For full details about our benefit plan offerings, please visit benefits.nu.edu. For Part-time benefits, please click here.

National University is committed to maintaining a high-quality workforce representative of the populations we serve. National University employs more than 4,500 faculty and staff and serves over 45,000 students. We are united in our mission to meet the global education demands of the 21st Century and are dedicated to creating a supportive academic and work environment that allows students, faculty and staff to develop their interests and talents while experiencing a sense of community. With programs available both online and at our many campus locations, National University is a leader in creating innovative solutions to education and meeting the needs of our student population, including adult learners and working professionals.

National University (NU) is proud to be an equal opportunity employer and does not discriminate against any employee or applicant per applicable federal, state and local laws. At NU, a mix of highly talented, innovative and creative people come together to make the impact of a lifetime for each of our student learners. All qualified applicants will receive equal consideration for employment, education, and admission at National University.
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