

Dave Neal

Profile

Learning Experience Designer focused on performance, adoption, and risk reduction. I design learning interventions for regulated and complex environments where speed, accuracy, and usability matter. My work prioritizes simplified decision-making, realistic practice, and rollout-readiness over academic models or slide-heavy courses. Recent work includes enablement for pharma field teams, CRM simulation, and AI-supported learning workflows designed to reduce rework and accelerate readiness.

Core Capabilities

- Performance-based learning design (sales, service, clinical, systems)
- Scenario design, simulation, and practice environments
- Regulated content simplification and rollout support
- AI-assisted content design and enablement workflows

Tools:

- Articulate 360 (Storyline, Rise), Captivate, Vyond, Camtasia
- Figma / Canva (rapid visual prototyping)
- HTML/CSS (light customization)

Experience

Freelance / Contract - Learning Experience Designer

08/2024- Present

Recent Engagements | Pharma / Regulated Enablement

- Designed and delivered a 4-module learning program focused on seizure identification, response, and care considerations for IDD residents in long-term care environments
- Translated complex LTC-IDD workflows and clinical considerations into field-ready guidance to support sales representatives and National Account Managers operating in regulated settings
- Built learning assets to support launch readiness for a new therapy within the LTC-IDD space, prioritizing accuracy, risk awareness, and real-world applicability
- Developed and quality-controlled supporting video content to ensure consistency, regulatory alignment, and usability across rollout materials
- Authored facilitator notes and trainer guidance for Field Reimbursement Manager enablement, equipping trainers to deliver compliant, actionable instruction to FRMs supporting provider offices

bswift – Senior Instructional Designer

02/2024- 08/2024

- Designed and delivered a unified chat simulation to prepare service reps for live customer interactions, replacing static instruction with scenario-based practice
- Partnered on AI-enabled “Emma Co-Pilot” training, translating new system behavior into workflow-level guidance rather than feature walkthroughs
- Reworked outdated Rise modules to improve usability and reduce learner friction during rollout

Bausch Health Care – Instructional Designer

08/2023- 01/2024

- Modernized Veeva CRM training by replacing static instruction with interactive simulations to support accurate system use in a regulated environment
- Designed learning assets supporting patient–HCP interaction workflows, translating clinical and system complexity into field-usable guidance
- Developed scenario-based training to help learners understand end-to-end processes rather than isolated tasks
- Created custom visual assets to clarify complex concepts and reduce cognitive load during rollout

GenesisCare – Instructional Designer

02/2023- 5/2023

- Designed an interactive, role-based employee handbook in Articulate Rise to replace static documentation and improve usability across distributed teams
- Delivered Skin Excellence training for Medical Assistants, focusing on role-specific workflows, compliance requirements, and day-to-day execution
- Built modular learning assets spanning compliance, systems, and procedural content to support consistent onboarding and ongoing reference
- Used targeted visuals and interaction selectively to clarify complex processes and reduce learner friction

Freelance - Instructional Designer

- Delivered performance-focused learning solutions for regulated and enterprise clients including Bristol Myers Squibb, Novo Nordisk, and Jazz Pharmaceuticals
- Specialized in rescuing late-stage or mis-scoped training initiatives, simplifying content, redefining scope, and restoring delivery timelines
- Designed scenario-based and simulation-driven Storyline modules used for launch readiness, system training, and role-specific enablement
- Translated complex clinical, operational, and compliance-heavy content into usable guidance for field teams and internal stakeholders
- Partnered with cross-functional teams to align learning outputs with real-world execution constraints rather than theoretical models

Watchtower - Instructional Designer (Por Bono)

Ongoing Engagement

- Designed visual and instructional assets to support internal enablement initiatives across distributed teams
- Developed train-the-trainer materials focused on practical delivery skills for subject-matter experts and occasional facilitators
- Created concise instructional media to clarify safety procedures and reduce ambiguity in standardized processes