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CORE EXPERTISE

AI Development & Production
Direct AI tools to design, develop, and produce learning and digital experiences through iterative review and refinement.

Learning & Performance Support
Digital learning, microlearning, instructor-led and virtual instruction, blended programs, mobile tools, and hands-on technology exercises.

Program Ownership & Partnership
End-to-end project management across OEM and vendor environments; collaboration with business leaders, subject matter experts, engineering, and production teams.

Creative Development & Quality
Technical storytelling, video production, interactive media, web and mobile user interfaces, and detailed quality control.

Measurement & Improvement
Engagement tracking, searchable content hubs, survey tools, and dashboards for learning and service metrics.

Michael B. Kamen

Learning Experience Design | Automotive Expertise and Customer Experience

PROFESSIONAL SUMMARY

Learning experience designer with 35+ years of automotive experience, from master technician and shop foreman to instructional designer and creative director. Combines deep technical knowledge with a focus on customer experience, always employing the latest digital tools to design, develop, and refine learning and digital solutions. Led service learning initiatives at Rivian, directed OEM programs at GP Strategies, and developed retail and technical training at Mercedes-Benz USA.

SELECTED RESULTS

200+ Episodes
Rivian episodes across three years

125,000+ Views
3,000+ unique viewers for Just-in-Time

8 hours Turnaround
Urgent learning delivered in under 8 hours

$1.5M+ Saved
Mercedes-Benz USA "Save the Change"

Call-Center Coaching

Used AI to support call-center coaching, individual development, and business improvement, including identifying people suited to the role.

AI-Assisted VILT Development

Used AI to develop a virtual instructor-led training course, from content and presentation to interactive activities. AI also helped identify and refine low-performing questions to improve the final test.

RC Vehicle Index

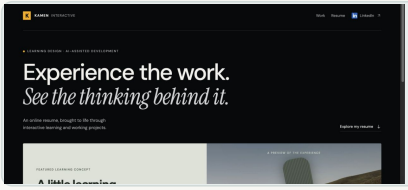
Directed the development and refinement of a working radio controlled vehicle reference website through a true voice-to-voice, AI-assisted workflow.

SilverStar ReWerks

Used AI across website production, design, and development, including a database-backed Digital Owner's Garage that is not yet online.

Experience for Yourself.

Click to view Portfolio >



Curated AI-Directed Work

Explore a learning concept and AI-directed projects in a portal developed by AI under my direction.

kameninteractive.com >

Professional Experience

Rivian | Irvine, CA

2021–2024 (3 years)

Service Support Operations Lead / Service Content Developer — Digital Tools

- Helped establish Rivian's service support operations center in Plymouth, Michigan. Developed and delivered instructor-led training for the first three employee cohorts, then interviewed and cross-trained replacement instructors.
- Launched Just-in-Time for Service, an internal YouTube channel delivering focused video microlearning for service teams.
- Co-hosted weekly Just-in-Time for Service video episodes with subject matter experts to address time-sensitive service needs.
- Produced more than 200 episodes over three years, generating 125,000+ views and reaching 3,000+ unique viewers across the company. Delivered urgent content in as little as eight hours when needed.
- Facilitated weekly calls with diagnostic teams and Rivian lead technicians; recorded, edited, streamlined, and organized the sessions for searchable access.
- Built a SharePoint service video hub that consolidated content and tracked engagement. Used a Slack bot to promote new learning and support consistent participation.
- Supported more than a dozen internal business units with content aimed at first-time repair quality, technician efficiency, reduced downtime and service backlog, and lower waste and related service costs.
- Expanded coverage beyond service to factory and production topics, as well as sales and delivery needs.

GP Strategies | Huntington Beach, CA

2016–2021 (5 years)

Creative Director

- Led teams developing learning and performance improvement solutions for automotive OEMs worldwide, including luxury and non-luxury brands.
- Combined technical knowledge, creative direction, and customer experience priorities to guide learning that supported on-the-job performance across sales and aftersales.
- Directed learning design around business objectives, product value, market changes, and the practical use of technology.
- Partnered across disciplines to develop strategic learning plans and guide development and production teams from concept through delivery.
- Focused program design on performance metrics, return on investment, and the customer experience, with clear terminal objectives guiding the work.

DESIGN AND PRODUCTION CAPABILITIES

Learning Experiences

- Sales and aftersales programs
- Service management programs
- eLearning, mobile learning, microlearning, ILT and VILT
- Blended learning solutions
- AR/VR development and deployment
- In-car technology exercises

Performance Support

- Product and competitive information apps for iPhone and iPad
- Diagnostic aid / tech support
- Component location and disassembly assistance
- Operator instructions, repair procedures, and diagnostic processes
- Customer handling, benefits, and delivery guides

Events and Media

- Multi-city tours, in-dealer and single-venue events
- Static walkarounds, dynamic and competitive drives, and safety technology demonstrations
- Video writing, producing, and on-screen delivery
- News, promotions, just-in-time guidance, and best practices

EDUCATION AND TRAINING

Universal Technical Institute
1989–1990

- Associate's degree in Automotive and Diesel Technology.
- Additional training in automatic transmissions.

Palomar Community College
1993–1997

Coursework:

- Introduction to Business
- Business Law
- Web Development
- Computer Systems
- Emergency Medical Technician training; formerly certified as an EMT.

Burroughs High School
1989

Graduated with honors.

HONORS AND ADDITIONAL EXPERIENCE

- Mercedes-Benz USA Silver Star Award nomination and President's Coin. Recognition dates include:
  - February 2009
  - January 2013
  - January 2014
- CEO Recognition for Outstanding Performance.
- Crystal Award of Excellence.
- Communicator Award for eLearning Production.

Professional Experience

Mercedes-Benz USA | Montvale, NJ

2000–2015 (15 years)

Learning and Performance — Instructional Designer / Interactive Media Developer / Facilitator

- Designed and delivered sales and aftersales learning for variable and fixed operations, including service, parts, product knowledge, and customer care.
- Developed instructor-led, eLearning, and virtual classroom programs, drawing on both retail and technical instructional design experience.
- Built cohesive retail development teams that produced learning solutions and multi-city model launch events.
- Collaborated with Daimler Global Training on materials for worldwide use, supporting greater reuse, improved return on investment, and reduced development costs.
- Developed tools and training techniques for service technicians and shop foremen; supported technical training for field and technical field specialists.
- Developed and implemented internal initiatives with Project Management Office support: Lunch for Three for Free in 2008 and 2010, and Save-the-Change in 2009. This work included a web-based portal and more than $1.5 million in documented company savings.

Save the Change



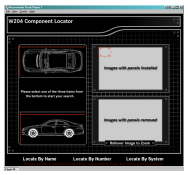
Lunch for Three



Mobile Product Guide



Component Locator



Mercedes-Benz Dealerships | San Diego / Escondido, CA

1990–2000 (10 years)

Shop Foreman / Master Technician / VIP Customer Care Service Advisor

- Developed and delivered in-dealer training, coaching technicians and service advisors in technical skills and customer support.
- Managed VIP service interactions and diagnosed and repaired difficult or unusual vehicle concerns.
- Developed and maintained an in-house technical literature library to support diagnosis, repair, and knowledge sharing.
- Diagnosed complex technical issues and performed daily vehicle maintenance and repairs in accordance with Mercedes-Benz factory procedures.

CERTIFICATIONS AND PROFESSIONAL TRAINING

Learning Design Certificates

American Society for Training and Development (ASTD):

- Consulting Skills for Trainers (1.4 CEUs)
- Designing for eLearning (1.4 CEUs)
- Designing Learning (2.0 CEUs)
- eLearning Instructional Design (1.4 CEUs)

Technical & Virtual Training

- Raytheon: Virtual Classroom Training certification workshop.
- Historical technical credentials and training: dual ASE Master certifications in Automobile and Medium/Heavy Truck
- Oscilloscope Operation and Emission System Equipment (UTI / SUN)
- ATRA Service Writer and R&R Technician
- MOOG Steering and Suspension

Production and Presentation

Screen Actors Guild member with more than five years of commercial talent experience.

PRIVATE WORKSHOP



Tools and Professional Development

TECHNOLOGY

AI-Directed Development and Production

Direct AI tools to design, develop, and refine learning content, assessments, interactive experiences, audio, video, music, imagery, and websites, including true voice-to-voice directed development and database-backed applications.

Authoring and Immersive Media

Articulate Storyline and Rise 360, Adobe Captivate, Synthesys; Microsoft HoloLens, Oculus Quest, and PSVR.

Video and Virtual Delivery

Final Cut Pro, Adobe Premiere, Camtasia, iMovie; StreamYard, OBS, Adobe Connect, Microsoft Teams, Zoom, and Webex; mobile production, green screen, and virtual studios.

Design and Web

Adobe Creative Suite, Photoshop, Illustrator, and Fireworks; Google SketchUp and Swift 3D; HTML, XML, CSS, UI design and quality control, domain management, Cyberduck, and FileZilla.

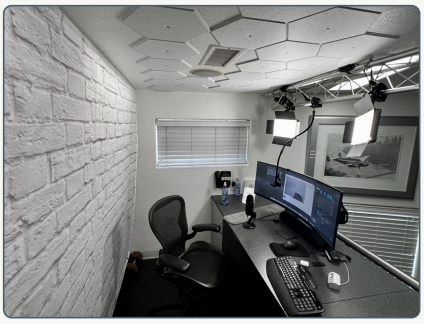
Productivity and Measurement

Slack, SharePoint, Word, PowerPoint, Excel, Outlook, Publisher, Visio, and Project; Keynote, Numbers, and Pages; SurveyMonkey, Checkbox, custom survey applications, and real-time learning metrics dashboards.

Platforms

Apple hardware and operating systems including macOS, iOS, watchOS, and tvOS; various social media platforms. Microsoft operating systems.

PRODUCTION OFFICE AND WORKSHOP



Private workshop and production office with an in-ground automotive lift for virtual presentations, training modules, walkarounds, vehicle disassembly and competitive comparisons, photography, and video production.

