

# Sean M. Ward, M.Ed.,

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## Professional Summary

Sr. Instructional Designer and eLearning Curriculum Developer with over 10 years' experience designing and developing award-winning training resources:

- Master's in Education (M.Ed.) specializing in Adult Education with a Bachelor's in Arts (B.A.) in Technical Writing and Business Communications.
- Design and development experience include quantifying learner analysis (gap analysis), designing graphics and engaging interactives, detailed story boards, company brand and stylization, creative User Interface (UI) design, knowledge checks/quizzes, branching, gamification, and quantifying successful learning outcomes.
- Design and develop 120+ eLearning, ILT, blended learning projects with emphasis on rapid eLearning course development and delivery.
- Full project lifecycle instructional design experience includes authoring training resources in design environments (ADDIE, SAM, Agile, Waterfall), performing learner analysis, design documentation, storyboards, implementation (SCORM, AICC) and learner evaluation strategies.
- Current certifications include project management, eLearning authoring and development tools, virtual collaboration and instruction tools.
- Multiple Society of Technical Communicators (STC) awards as designer of high-impact, interactive learning programs and delivering learner-related documentation.

## Education

- M.Ed., Adult Education and Technology (USF, Tampa)
- B.A., English/Technical Writing and Communications (USF, Tampa)

## Technology

- Curriculum Authoring - *Articulate Storyline 360, 2 & 1, Adobe Captivate 2017, TechSmith Camtasia 8, Lectora 2016, Vyond (previously GoAnimate)*
- LMS - *SAP Netweaver Portal, Cornerstone, Blackboard, Lectora, Inquisiq EX, Elluminate, Net Dimensions*
- Multimedia - *Adobe Illustrator, Photoshop, Acrobat X Pro, Flash, Fireworks, Dreamweaver, SnagIt*
- Audio Tools - *Sound booth, Sound Forge XP/11, Audacity*
- Collaboration – *Adobe Connect, SharePoint, Basecamp, Citrix, Wrike, Chatter, Yammer*
- Miscellaneous - *xAPI, Javascript, CSS, Flash, ActionScript, HTML5, OpenEMPI, Postman*

## Certifications and Proficiencies

- Multiple Society of Technical Communicators (STC) awards for eLearning Courseware
- Certified Adobe Connect Presenter (Virtual Classroom)
- Certifications in Intro to Project Management, Project Management Basics, Project Management for Administrators, Quality Project Management
- Certified MS Project 2017 (Level 1) New Horizons, Tampa, FL
- Published eBook Author: *F-1 Student Visa Package* (Amazon.com)
- Published App Author: *F-1 Student Visa*, partnered with YouCanLearn, Inc. (iTunes)



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## Professional Experience

### [LinkedIn](#)

#### **Lead Instructional Designer [New York, NY]**

**06/19 – present**

As a contractor with Skaled, a modern sales-consulting firm, lead designer and developer on LMS and LTS projects supporting LinkedIn's Sales Readiness Teams. Responsible for designing eLearning courseware based on 9 best-in-class sales competencies including deliverables using Articulate 360, Vyond videos, and additional training resources such as hands-on activities, lesson summaries, job-aids, audio narration, and knowledge checks.

- Lead instructional designer supporting 2 project design teams developing eLearning courses for LinkedIn's LMS and LTS sales leadership projects.
- Design and develop best-in-class sales training materials for LinkedIn's global Enterprise and Online Sales Organizations.
- Set LinkedIn's managers up for success by introducing them to the competencies and foundations of sales coaching.
- Recently awarded additional projects with LinkedIn as a direct result of instructional design and development team success.

### [HealthFirst](#)

#### **Sr. Instructional Designer [New York, NY]**

**06/18 – 05/19**

As a contractor with TrainingPros, responsible for designing and developing training resources for Healthfirst, a health insurance company serving more than 1.2 million members in New York City and surrounding areas. Primary roles include developing ILT/MLT, eLearning and supplemental training resources supporting software and systems training for transition from CCMS (CareEnhance Clinical Management) to TruCare for Utilization Management and Care Management.

- Develop ILT for virtual training for over 50 unique roles supporting company TruCare Medicaid rollout.
- Create eLearning courses, Care Management Basics and Support Coordinator Reassessments, introducing and applying the Care Management Process at Healthfirst.
- Author Quick Reference Guide (QRG), Systems Overview 2018, detailed the 14 systems users interact with such as HIE, TruCare, Inspire, Pega, Salesforce, RightFax, etc.
- Develop ILT materials; facilitator's guides, learner guides, practice lab activities, class demonstrations.
- Additional training resources supporting Medicaid, Medicare Advantage, Child Health Plus, and Managed Long-Term Care plans.

### [GP Strategies](#)

#### **eLearning Designer/Developer [Atlanta, GA]**

**10/17 - 10/18**

As a contractor for GP Strategies on projects for SunTrust and PNC banks, provided course design and authoring of detailed design documents and storyboards on a variety of projects focusing in the financial sector and banking clients.

- Collaborated with SME's to research details on projects including bankruptcy categorizations, client risk, problem solving scenarios, client phone calls, audio scripts, problem solutions.
- Authored 194-page Facilitator's Guide and companion Instructor Guide for New Hire Training courseware.
- Developed extensive design documents outlining course materials, enabling and terminal



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objectives, delivery schedules, risk assessments, and detailed content outlines.

- Authored content/graphics-rich storyboards containing step-by-step details including screen interface and GoAnimate graphics, user interactions, branding strategies, assessments.

### Change Healthcare

**eLearning Designer/Developer [Atlanta, GA]**

**05/17 – 06/18**

As a contractor with Beacon Hill, tasked with rebranding training for Change Healthcare, one of the largest independent healthcare technology companies in the U.S., responsible for converting 260+ training courses from four recently acquired companies. Conversion of courseware into re-branded functionality designed to meet new corporate branding, guidelines and business goals.

- Update and re-develop existing courseware in Adobe Captivate 2017 and convert content into training resources that meet Change Healthcare business and style guidelines.
- Apply new color palettes, fonts and styles, master slide content and graphics library resources.
- Design new artifact timing, learner interactions, objects and executable advanced actions.
- Rebuild dependency menus, scenario branching and updating knowledge checks and assessments.

### The National Gallery of Art

**Sr. Instructional Designer [Westborough, MA]**

**01/17 – 08/17**

As a contractor with TrainingAssociates, on a project for the National Gallery of Art, responsible for creating content for ILT training classes on Sirma's Conservation Space software to the managers and staff at the National Gallery of Art, Washington, D.C. Actively involved in bidding process, presenting learning strategies, budgets, and analyzing current and future training needs.

- Performed on-site learner analysis at NGA to determine cognitive abilities of learners, previous training success/failures, and how all departments are using CS software.
- Authored detailed training plan including business goals, learning characteristics of learner, performance gaps, learner analysis, terminal and enabling objectives, and course outlines.
- Collaborated with all levels of management at both NGA and Sirma to develop training content for classes.
- Developed course outlines, learning objectives, and created ILT courseware (Facilitator Guide & Student Guide).
- Surveyed attendees responded with a 92.2% satisfaction rate with completed training.

### Alstom

**Sr. Instructional Designer [Rochester, NY]**

**02/17 – 06/17**

As a contractor on a project for the Toronto Transportation Commission, performed roles of a Sr. Instructional Designer/Technical Writer for TTC, a French multinational company operating worldwide in rail transport markets. Project goals were to provide the Toronto Transportation Commission (TTC) with Instructor-Led Training (ILT) materials for up to 10 courses (3 – 5-day sessions) training on level 1 and level 2 maintenance to TTC engineers and technical transportation staff.

- Researched technical operations and maintenance manuals for specific equipment content including overviews, operations, functional descriptions, and preventive/corrective maintenance.
- Created user storyboards in PowerPoint based on training content to include systematic procedures for assessing and performing maintenance on faulty equipment.



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- Authored user assessments, practical application hands-on procedures to demonstrate corrective maintenance knowledge, facilitator guides and student guides for classroom instruction.
- Published final course content in form of facilitator presentations including agendas, exercises, practical hands-on corrective maintenance, preventive maintenance, and test assessments.

### Sitel

#### ***Sr. Instructional Designer [Nashville, TN]***

**01/16 – 02/17**

As a contractor for Sitel, performed roles of a Sr. Instructional Designer/Technical Writer/Trainer. Authored, developed, and facilitated web-based and instructor-led training for Sitel's BOOST project supporting SAP HR (SuccessFactors), Financial (ByDesign), Analytics (Reporting), Business Planning & Consolidation (BPC), and HANA Enterprise Data Mart ERP applications.

- Author, design, and travel worldwide to facilitate customized training on SAP cloud-based ERP applications.
- Gather business requirements, author process documents, and create training process workflow solutions for Hybris, Concur, and Onbase systems.
- Perform gap analysis; create WBT and ILT course outlines, glossary, storyboards, audio scripts, scenario-based assessments, exercises, and scenario-based training videos and voiceover.
- Design and develop WBTs in Storyline II and administer learning plans and courseware to Sitel University (LMS).
- Author ILT classroom curriculum including content, facilitator guides, student guides, quick reference cards, exercises, scenario-based training videos and voiceover.
- Facilitate virtual training and classroom training sessions in North America and Sofia, Bulgaria locations.

### BNSF Railways

#### ***Instructional Designer [Kansas City, KS]***

**02/15 – 02/17**

- Develop eLearning courseware certified to meet stringent compliance, regulatory, and safety testing and application standards for BNSF and the FRA (Federal Railroad Administration).
- Responsible for determining learning gaps (analysis), authoring design documents and storyboards, developing courseware (Articulate Storyline) for level 1, 2 & 3 interactions.
- Develop questions/quizzes, publishing to internal LMS, creating learning assessments and making updates to legacy courseware.

### Verizon Wireless

#### ***Instructional Designer [Tampa, FL]***

**12/14 – 05/15**

- Instructional Designer on contingency worker project; authored and developed five WBT modules for contingency workers new to their roles at Verizon.
- Designed curriculum around technical telecommunication data including DS0, DS1, DS3, SONET, REACT, and DTI testing procedures for over 3,000 learners over a four-month rollout.
- Created 24 single-task videos using Camtasia Studio to reinforce learning objectives for each module.
- Used Adobe Captivate 8 to create learning interactions such as drag and drops, matching, etc.



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- Created graphics, animations, interactions, knowledge assessment questions for all 5 modules.

### TEKsystems

#### **Instructional Designer [Tampa, FL]**

**03/14-11/14**

- Instructional Designer in Global Services group authored and managed delivery of a variety of training programs and courses supporting the professional development of our 5,000+ internal employees.
- Used ADDIE methods for development and delivery, authored training materials for international employees, proposal center, human resources compliance, and management skills training.
- Performed in-depth audience analysis and needs assessment, collaborated with SME's, and created course curriculum and detailed storyboards identifying multimedia, interactivity, branching, video and graphics scenarios for course delivery (blended/online/eLearning).
- Authored additional education materials (Participant Guides, Facilitator Guides, Job-Aids, and Action Plans).
- Specialized in collaborating with eLearning developers while building courses using knowledge of Articulate Presenter and Storyboard, Captivate, Camtasia, writing audio scripts, syncing interactions, etc.
- Collaborated with eLearning developers through editing and maintenance of courses utilizing SME's and implementation methods in our Cornerstone LMS, worked with vendors for any printing needs.

### UNATION

#### **Manager, Training and Education Group [Tampa, FL]**

**02/11 – 02/14**

- Managed the training and education department at UNATION – an event and branding social media platform.
- Collaborated with executive and senior leadership to develop, deploy, maintain and reinforce education and training resources to support the success of our customer-facing website and build successful internal department and team capabilities.
- Authored cross-platform and cross-department resources including eLearning programs (storyboards, wireframes, narration, publishing), video tutorials, Web 2.0 functional specs, user guides, FAQs, help articles, forum community, usability testing, online Help Center.

### FIS

#### **Instructional Designer [St. Petersburg, FL]**

**11/10 - 02/11**

- Short-term contract creating training resources for financial software company using Adobe Captivate.
- Updated legacy training information with new Instructor-Led (ILT) course content accessed via online and in classroom.

### Pinellas Realtors Organization,

#### **eLearning Designer [Clearwater, FL]**

**01/10 – 11/10**

- Winner of National Association of Realtor's nationwide "Game Changer Challenge", awarded \$250,000 to develop [QuickSmart](#); a blended eLearning training program for new real estate agents. Our unique solution is a six-month program (5 modules, 50+ lessons) that integrates a mentoring component and multiple deliverables



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including a dynamic business plan and final assessments completed in the field.

- Develop dynamic and high-impact training with audio and visually interactive content, learner assessment surveys, learner engagements, self-knowledge quizzes and exercises.

### [DanYang Sr. High School,](#)

***Professor of English Instruction [DanYang, China]***

***01/09 – 01/10***

- Accepted opportunity to live and work abroad for a year as a teacher of English as a foreign language in Jiangsu province, southeast China.
- As a certified foreign English expert in China, teach English as a Second Language (TESL) to over 1,000 high school students per week, 60 students per classroom.
- Class instruction includes role-playing, multi-media presentations, oral communication techniques, and games focusing on personal interactions with students in English.



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