

# Sean M. Ward, M.Ed.,

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## Professional Summary

Sr. Instructional Designer and Developer with over 15 years' experience designing and developing award-winning training projects and a variety of learner resources:

- Master's in Education (M.Ed.) specializing in Adult Education and Technology, Bachelor's in Arts (B.A.) in Technical Writing and Business Communications.
- Full project lifecycle instructional design experience includes authoring training resources in software management environments (Agile, ADDIE, SAM, Waterfall) using Jira, Confluence, Wrike, and other PM tools for Instructional Designers.
- Extensive experience performing learner analysis, architecting the learner experience, authoring storyboards, developing, and implementing (SCORM, AICC) and learner evaluation strategies.
- Design and development experience includes 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, learning path branching, gamification, and quantifying successful learning outcomes (metrics analysis).
- Design and develop 175+ eLearning, ILT, blended learning projects with emphasis on both rapid eLearning course development and larger, 30+ hour learner seat-time projects.
- Current certifications include virtual collaboration, project management, eLearning authoring and development tools and multiple STC awards for interactive learning projects.

## Education

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

## Tools/Technology

- Curriculum Authoring - Articulate Storyline 360, 2 & 1, Rise, Adobe Captivate 2019, TechSmith Camtasia 8, Vyond (previously GoAnimate)
- Agile Project Management/Development – Jira Software, Jira Service, Confluence, Trello (Atlassian), Wrike
- LMS Administration - SAP Netweaver Portal, Cornerstone, Blackboard, Lectora, Inquisiq EX, Elluminate, Net Dimensions, NVI Portal
- Multimedia – Adobe Create Cloud Suite, Adobe Illustrator, Photoshop, Acrobat X Pro, Flash, Fireworks, Dreamweaver, SnagIt
- Audio Tools - Sound booth, Sound Forge XP/11, Audacity, WellSaid
- Collaboration – Slack, Adobe Connect, Microsoft Teams, SharePoint, Basecamp, Citrix, Chatter, Yammer, WebEx, Zoom Premium
- 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 from *SkillSuccess*.
- Certified MS Project 2017 (Level 1) New Horizons, Tampa, FL
- Published eBook and App Author: *F-1 Student Visa Package* (Amazon.com/iTunes)



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## Professional Experience

### [ADP.com](#)

#### ***Sr. Instructional Designer/Developer***

***01/22 - present***

As an Instructional Designer with Matlen Silver, currently designing and developing training courses using Articulate 360 and Adobe Suites of products for ADP, a comprehensive global provider of cloud-based human capital management solutions and named to FORTUNE Magazine's "World's Most Admired Companies" list for 16 consecutive years. Responsibilities include designing interactive eLearning courses and efficient and easy-to-use Instructor-Led Training (ILT) courseware.

- Use Storyline 360 to design and develop eLearning courses exploring Setting Up the Basics of ADP Benefits products in ADP Workforce Now for clients.
- Use Captivate 2019 and Storyline to design and develop software simulations for clients who need to Calculate Their Preview Payroll in ADP Workforce Now.
- Develop 9 modules in Rise supporting clients who have typical troubleshooting issues and need to resolve problems in the Essential Time and Attendance ADP tool.
- Develop 8 modules introducing the MyADP tool for clients including developing in Rise and integrating simulations in Storyline and including knowledge check assessments.

### [National Vision](#)

#### ***Sr. Instructional Designer/Developer***

***01/21 – 01/22***

As an Instructional Designer with TrainingPros, currently designing and developing training modules for National Vision, one of the largest optical retail companies in the USA. Responsibilities include designing an interactive training interface for company Point of Sale (POS) Software Delivery System (SDS) training including three unique styles of modules (Model, Do, Repeat) that each include step-by-step training features totaling 42 unique training courses for use in over 1,200 stores in North America.

- Design the interactive SDS interface used in retail locations including topics menu, navigation, correct/incorrect prompts, and assessments including timed responses from learners while taking modules on their NVI Training Portal (LMS).
- Develop modules introducing learners to how to successfully use the SDS software based on unique learner objectives developed from software simulations using avatars, calls to action, navigation, and learner input through text fields/numeric fields.
- Develop interactive modules designed to test learner understanding of objectives and confirm the learner can accurately enter data into the SDS system correctly.
- Develop interactive modules designed to test and confirm learner understanding under timed performance and integrating gaming results into learner status and outcomes.

### [SNAP, Inc.](#)

#### ***Advanced Distributed Learning Specialist (ADL)***

***05/19 – 12/20***

As an Advanced Distributed Learning Specialist (ADL) with SNAP, Inc., a professional services provider that empowers government and private industry clients, currently creating large, 30+ hour learner seat-time, educational training programs supporting the U.S. Coast Guard Force Readiness Command.

- As an ADL on the eSAR project, designing and developing two eLearning courses: SAR Management and Coordination and SAR Coordination and Execution. Each course provides



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blended learning instruction on the USCG's emergency search and rescue operations.

- eSAR project design includes creating course pre-analysis and design documents, prototypes, storyboards, developing content in Storyline 360 including knowledge checks, pre-tests and course assessments.
- As an ADL on the MIPSAll project, designing and developing the Engineering Systems eLearning and additional educational resources for this USCG project.
- MIPSAll project includes design and pre-design documentation, storyboards, functional prototypes, and detailed inspection steps and procedures for Maritime Inspectors in accordance with USCG professional requirements and standards.

### LinkedIn

#### **Instructional Designer/Developer**

**03/19 – 05/19**

As an Instructional Designer with Skaled, a modern sales-consulting firm, responsible for designing and developing eLearning for LMS and LTS projects supporting LinkedIn's Sales Readiness Teams. eLearning deliverables were 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.

- Instructional Designer/Developer supported 2 project design teams developing eLearning courses for LinkedIn's LMS and LTS sales leadership projects.
- Designed and developed 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.

### Healthfirst

#### **Sr. Instructional Designer/eLearning Manager**

**06/18 – 05/19**

As an Instructional Designer with TrainingPros, designed and developed training resources for Healthfirst, a health insurance company serving more than 1.2 million members in New York City and surrounding areas. Primary roles included developing ILT/VLT, 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.

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

### PNC & SunTrust Banks

#### **eLearning Designer/Developer**

**10/17 - 10/18**

As an eLearning Designer/Developer 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



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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 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**

**08/17 – 06/18**

As an eLearning Designer/Developer 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.

- Updated and re-developed existing courseware in Adobe Captivate 2017 and converted content into training resources that meet Change Healthcare business and style guidelines.
- Applied new color palettes, fonts and styles, master slide content and graphics library resources.
- Designed new artifact timing, learner interactions, objects and executable advanced actions.
- Rebuilt dependency menus, scenario branching and updating knowledge checks and assessments.

### The National Gallery of Art

#### **Sr. Instructional Designer/Developer**

**05/17 – 08/17**

As an Instructional Designer 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/Developer**

**02/17 – 06/17**

As an Instructional Designer 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 provided the Toronto Transportation



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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.
- 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/Technical Writer/Trainer***

**01/16 – 02/17**

As an Instructional Designer 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.

- Authored, designed, and traveled worldwide to facilitate customized training on SAP cloud-based ERP applications.
- Gathered business requirements, authored process documents, and created training process workflow solutions for Hybris, Concur, and Onbase systems.
- Performed gap analysis; created WBT and ILT course outlines, glossary, storyboards, audio scripts, scenario-based assessments, exercises, and scenario-based training videos and voiceover.
- Designed and developed WBTs in Storyline II and administer learning plans and courseware to Sitel University (LMS).
- Authored ILT classroom curriculum including content, facilitator guides, student guides, quick reference cards, exercises, scenario-based training videos and voiceover.
- Facilitated virtual training and classroom training sessions in North America and Sofia, Bulgaria locations.

### BNSF Railways

#### ***Instructional Designer/Developer***

**02/15 – 02/16**

Developed 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.
- Developed questions/quizzes, publishing to internal LMS, creating learning assessments and making updates to legacy courseware.



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### Verizon Wireless

#### **Instructional Designer/Developer**

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

### TEKsystems

#### **Instructional Designer/Developer**

**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**

**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.



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