SAMUEL APATA

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Instructional Design Summary

- 5+ years of experience in instructional design, Web design, graphic design and advertising
- Able to design eLearning courses while working closely with SMEs, Managers, Executives and training team members
- I create motivational, meaningful, and memorable learning that deeply engage people, develop skills, and inspire better performance.

Education

University of Maryland, Baltimore County (UMBC)   Baltimore, MD
Master of Arts– Instructional Systems Development (ISD)   Dec. 2016
GPA: 3.9/4.00

University of Maryland, Baltimore County (UMBC)   Baltimore, MD
Bachelor of Fine Art– Animation   June 2014

Skills

- E-learning development
- Animation
- Graphic design
- Web design

- LMS Administration
- User Experience Design
- Microlearning design
- Gamification

- Project Management
- Video and audio editing
- Copywriting
- Storyboarding

Software Proficiency

- Articulate Storyline 360
- Adobe Captivate 2017
- Canvas
- Schoology
- Blackboard

- Photoshop CC
- Adobe Illustrator CC
- Adobe Dreamweaver
- Adobe InDesign
- After Effects CC
- Adobe Premier CC

Languages

- HTML
- CSS
- JavaScript
- Action Script 3.0

Professional Experience

GM Financial   Fort Worth, TX
Senior Instructional Designer HR   *Oct. 2017 – Present*

- Work with interdisciplinary teams that include team members, management, and SMEs to conduct needs analysis to determine source of performance gaps, utilizing microlearning methods to identify and deliver impactful trainings
- Create courses and materials in a variety of delivery methods including: eLearning, video, job aids, and animation
- Act as the lead consultant for technology and video related content

Beyond Campus Innovation (Colorado State University)   Greenwood Village, CO
Contract Multimedia Designer   June 2018 – Aug. 2018

- Produced new courses on a variety of LMS platforms including Schoology, Blackboard, and Moodle
- Developed institutional projects and initiatives using HTML5, and some CSS
- Provided support and guidance in the production of multiple online higher education courses, including course interactives, activities, and assessment instruments and rubrics
- Effectively Self QA (Quality Assurance) courses before submission
- Worked with SCORM and made sure courses were ADA compliant

Caliber Collision   Lewisville, TX
Training Coordinator (Contract)   May 2017 – Sept. 2017
- Designed courses using the ADDIE model
- Created Articulate Storyline templates
- Converted 15 PowerPoint trainings into interactive web-based course modules using Storyline 360
- Coordinated live leadership training classes along with teammates
- Researched and resolved over 50 Storyline and Captivate issues

Dex Media   Dallas Forth-Worth, TX
Instructional Designer (Contract)   Nov. 2016 – May 2017
- Designed web-based trainings using Articulate Storyline 2 and Captivate 9
- Developed and managed the Dex training team SharePoint site and conducted user testing
- Acted as the LMS administrator in charge of tracking learner's progress and generating reports
- Created PowerPoint presentations and used infographics to ease big data visualization
- Managed a repository of training resources on the training team website

American Airlines   Dallas Forth-Worth, TX
Instructional Media Designer   April 2016 – Oct. 2016
- Designed web-based trainings for an audience of over 5,000 ramp agents and airport personnel using Adobe Captivate 9
- Edited and prepared onboarding documents including facilitator guides for instructor led trainings
- Created storyboards for explainer videos and animation using Adobe Illustrator and Photoshop CC
- Consulted with internal customers regarding design, development and revision of course materials
- Revised existing participant guides, facilitator guides, and job aids based on policy changes

T-Mobile USA   Bellevue, WA
Instructional Designer   June 2014 – April 2016
- Designed and developed training solutions (job aids, instructor led, web-based, virtual, and bite-sized training) for various business segments using Adobe Captivate 8 and PowerPoint
- Worked with SMEs to create new training materials and revises existing ones
- Completed peer and technical reviews of content developed by OEMs and SMEs
- Designed sales training modules using case studies, engaging stories, and customer scenarios to reflect content, audience, and business needs

Kilda Group LLC   Annapolis, MD
Instructional Designer (Intern)   Jan. 2014 – May 2014
- Developed training materials that included interactive presentations, lifecycles, and isometric maps using Adobe Illustrator and PowerPoint
- Collaborated with team members to develop a winning Veteran Affairs FSM/FBPTA presentation
- Created several logos and icons using Adobe Photoshop and Illustrator CS6

Certifications
- 508 Accessibility Compliance (Course Avenue)   June 2016 – *Present*

Memberships
- Association for Talent Development (ATD) Dallas Chapter   June 2016 – *Present*
- GM Financial Toastmasters Club   Jan 2018 - *Present*