

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 courses while working closely with SMEs, Managers, Executives and training team members
- Learner-centered designer

Education

University of Maryland, Baltimore County (UMBC)

Master of Arts- Instructional Systems Development (ISD)
GPA: 3.9/4.00

Baltimore, MD
Dec. 2016

University of Maryland, Baltimore County (UMBC)

Bachelor of Fine Art- Animation

Baltimore, MD
June 2014

Skills

- Web design
- E-learning development
- Animation
- Graphic design
- User experience design
- Video and audio editing
- Mobile learning design
- Gamification
- Project management
- Copywriting
- Storyboarding
- LMS administration

Software Proficiency

- Adobe Captivate 9
- Articulate Storyline 2
- SharePoint
- After Effects CC
- Adobe Premier CC
- Kaltura Video Hub
- Photoshop CC
- Adobe Illustrator CC
- Adobe Dreamweaver
- Adobe InDesign
- VideoScribe
- Canva

Languages

- HTML
- CSS
- Action Script 3.0
- JavaScript

*Windows and Mac***

Professional Experience

GM Financial

Senior Instructional Designer

Fort Worth, TX

Oct. 2017 - Present

- Work with interdisciplinary teams that include employees, management, and SMEs to conduct needs analysis to determine source of performance gaps, utilizing microlearning methods to identify and deliver short but impactful trainings
- Create courses and materials in a variety of delivery methods including: eLearning, job aids, and animated videos
- Work with a cross-functional team to storyboard, and direct a series of one-minute videos for the Emergency Response Team

Caliber Collision (Contract)

Training Coordinator

Lewisville, TX

May 2017 - Sept. 2017

- Designed courses and course evaluation using the ADDIE model
- Reviewed, analyzed and improved 15 web-based leadership training modules using Storyline 2 and Captivate 9
- Used a variety of learning engagement techniques like infographics, animations and interactions
- Researched and resolved over 50 Storyline and Captivate 9 issues

- Coordinated live leadership training classes along with teammates
- Created new branding templates and master slides

Dex Media
Instructional Designer (Contract) Dallas Forth-Worth, TX
Nov. 2016 – May 2017

- Designed web-based trainings using Articulate Storyline 2 and Captivate 9
- Developed and managed the DexUOps team website in SharePoint and conducted user testing
- Acted as the LMS administrator in charge of tracking learner's progress and generating LMS reports
- Created PowerPoint presentations and used infographics to aid data visualization
- Managed a repository of training resources via the team website

American Airlines
Instructional Media Designer Dallas Forth-Worth, TX
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
Instructional Designer Bellevue, WA
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 as well as make changes to existing materials
- Completed peer and technical reviews of content developed by OEMs and SMEs
- Designed 10 sales training modules using case studies, engaging stories, and customer scenarios to reflect content, audience, and business needs
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Woodbine Senior Living
Freelance Web Designer Ellicot City, MD
Feb. 2013 – Dec. 2016

- Worked with web developers and front end designers to develop the websites from wireframes to fully functioning websites using tools like User Testing and Sketch
- Created 5 websites with HTML, CSS and Javascript
- Managed and updated website information (e.g. calendar, menu, email, and newsletter) on a monthly basis using tools like Keep & Share Calendar and Mural

Kilda Group LLC
Instructional Design (Intern) Annapolis, MD
Jan. 2014 – May 2014

- Developed training materials that included interactive presentations, lifecycles, and isometric maps using Adobe Illustrator and PowerPoint
- Collaborated with team members in developing a Veteran Affairs FSM/FBPTA presentation
- Created several logos and icons using Adobe Photoshop CS6 and Illustrator CS6

Memberships

- Association for Talent Development (ATD) Dallas Chapter *June 2016 – Present*
- American Institute of Graphic Arts (AIGA) *April 2013 – Present*