

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
- Well versed in creating motivational, meaningful, and memorable learning that deeply engage people, develop skills, and inspire better performance

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

- 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

Senior Instructional Designer HR (Contract)

Fort Worth, TX

Oct. 2017 - Dec. 2018

- 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, explainer videos, job aids, and animation
- Act as the lead consultant for technology and video related content

Beyond Campus Innovation (Colorado State University)

Multimedia Designer (Contract)

Greenwood Village, CO

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
Training Coordinator (Contract) Lewisville, TX
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
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 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
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 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
Instructional Designer (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 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

Memberships

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