

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 (Contract)

Senior Instructional Designer

Fort Worth, TX

Oct. 2017 – Present

- Working with interdisciplinary teams that include employees, management, SMEs and other stakeholders to conduct needs analysis to determine source of performance gaps, identify task requirements and define project mission, goals, tasks, and resource requirements
- Utilizing microlearning methods to identify and deliver short but impactful trainings
- Creating courses and materials in a variety of delivery methods including: eLearning, job aids, and training videos
- Working with a cross-functional team to write, storyboard, and direct a series of one-minute videos for training GM Financial's Emergency Response Team (ERT)

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

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 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

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

Oct. 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
- Developed several presentation designs for use at team meetings that improved communications between leadership and team members

T-Mobile USA

Bellevue, WA

Instructional Designer (Intern)

June 2014 – Sept. 2014

- Introduced infographics as a design element to instructional designers thus helping designers present concise and logical trainings that were easy to follow
- Designed 10 sales training modules using case studies, engaging stories, and customer scenarios to reflect content, audience, and business needs

Developed the sales trainings using Adobe Illustrator and PowerPoint

Woodbine Senior Living

Ellicot City, MD

Freelance Web Designer

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

Annapolis, MD

Instructional Design (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 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*

International Work Experience

Adstrat BMC Lagos, Nigeria
Branding Consultant Jan. 2009 - Feb. 2010

- Developed strategies for 5 top brands ranging from design decisions to brand message
- Created presentations and proposals following existing branding templates and design guidelines

Integrated Troops Lagos, Nigeria
Copywriter/Content Manager Aug. 2007 - June 2008

- Wrote clear, persuasive and original copies for two major Ad campaigns
- Supervised 20 brand ambassadors on the *OMO Wonder Show* brand awareness activation held across 36 states PAN Nigeria over a period of three months