

# SAMUEL APATA

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## Instructional Design Summary

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- 5 years experience in instructional design, graphic design and advertising.
- Able to design e-learning materials and trainings while working closely with managers, executives, SMEs, departments and training team members.

## Education

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### 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

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|-----------------------|---------------------------|----------------------|
| • Animation           | • UX/UI design            | • Copywriting        |
| • Graphic design      | • Video and audio editing | • Storyboarding      |
| • Web design          | • Mobile learning design  | • LMS administration |
| • Presentation design | • Gamification            | • Project management |

## Software Proficiency

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|--------------------------|------------------------|
| • Articulate Storyline 2 | • Photoshop CC         |
| • Adobe Captivate 9      | • Adobe Illustrator CC |
| • PowerPoint             | • Maestro 5.0 LMS      |
| • SharePoint             | • Dreamweaver          |
| • After Effects CC       | • Adobe In-Design      |
| • Adobe Premier CC       | • Canva                |

## Languages

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- HTML 5
- CSS
- JavaScript
- Action Script 3.0

Windows and Mac\*\*

## Professional Experience

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Dex Media (Contractor)

Instructional Designer

Dallas Forth-Worth, TX

Nov. 2016 - May 2016

- Designed web-based trainings using programs like Articulate Storyline2 and Captivate 9.
- Develop and managed the DexUOps team website in SharePoint.
- Worked extensively on PowerPoint presentations and used infographics for data visualization.
- Created title animations with After Effects CC, which enhanced the learner's experience.
- Acted as the LMS administrator in charge of tracking learner's progress and providing reports.
- 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

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 Subject Matter Experts (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.

**Internships**

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T-Mobile USA

Bellevue, WA

*Instructional Design Intern*

June 2014 – Sept. 2014

- Introduced infographics as a design element for instructional designers, successfully reducing training content volume and generating high level of interest from the frontline (customers).
- 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.

Kilda Group LLC

Annapolis, MD

*Instructional Design Intern*

Jan. 2014 – May 2014

- Developed training materials including interactive presentations, lifecycles, and isometric maps using Adobe Illustrator and PowerPoint
- Collaborated with team members in developing a Veteran Affairs FSM/FBPTA presentation and ensured that design goals were met within tight deadlines.
- Created several logos and icons using Adobe Photoshop CS6 and Illustrator CS6.

**International Work Experience**

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Adstrat BMC

Lagos, Nigeria

*Branding Consultant*

Jan. 2009 – Feb. 2010

- Developed and implemented strategies for 5 top brands ranging from design decisions, to advertising and media messaging.
- 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.
- Developed content for the activation and interviewed over 250 customers nationwide.

**Memberships**

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