

Midhun (Midz) Kannamparambil



I have a unique skill that combines Learning, Multimedia, Web and User Experience Design to develop end-to-end blended digital solutions including face-to-face, webinars, native learning apps, internet sites and elearning. My value proposition brings together expertise in workplace learning, learner experience, performance improvement and digital pedagogy. This combined with high-stakes client interfacing skills has enabled me to push the envelope by winning challenging contracts through designing and executing innovative digital experiences. I have managed learning teams (Senior IDs, IDs and Course Writers) as well as been a member of larger project teams. I'm also currently training to be a full-stack developer and continually challenge myself to learn new skills.



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20/13 Grandstand Parade
Zetland, NSW 2017



CAREER PATH

- + Jan 2019 to present| **Technical Writer** | Easy Authoring
- + July 2018 to Dec 2018 | **Sabbatical UX Certification and Projects**
- + 2014 to June 2018 | **Instructional Design Manager** | Easy Authoring Australia (Onsite and Offshore)
- + 2011 to 2014 | **Frontline Instructional Manager** | Tata Interactive Systems
- + 2011 to 2011 | **Senior Instructional Designer** | LearningMate Solutions
- + 2002 to 2010 | Various roles culminating in **Deputy Manager Instructional Design COE** | Wipro



PROFESSIONAL QUALIFICATIONS

I am adept at leveraging new digital trends and disruptive innovation for transforming courseware as attested to by this [course](#) and this [course](#) that I designed which are in the public domain.

- ❖ Coding Bootcamp at University of Sydney (Completion August 2020)
- ❖ Certified Usability Analyst™ ([Human Factors International](#))
- ❖ Designing for the Virtual Classroom ([InSync](#))
- ❖ Instructional Design & Facilitation Skills certification (Vyaktitva)
- ❖ Diploma in Advanced Visual Computing
- ❖ MBA (Institute of Technology & Management)



SKILLS

Mobile first design



Web Development Tools and Frameworks



Simulation design



Performance support design



Multimedia tools



WHAT MY REFEREES SAY



Celeste McFarland

Learning Professional at
Westpac Group

May 9, 2018, Midhun worked with
Celeste in the same group

Midz is a great operator and committed to getting things done. He has a great calm approach even when things get chaotic! Midz joined our project team in Sydney in early 2017 on a complex enterprise wide project. He built great relationships with stakeholders and demonstrated excellent design skills. I really enjoyed working with Midz and would definitely do so again. [See](#)



Catriona Malcolm

Learner Advocate focussing
on best practice learning
design and creating great
learning experiences.

April 30, 2018, Catriona was a
client of Midhun's

I worked with Midz in the first half of 2017. He came into a cross functional team and worked closely with the group and business stakeholders to design and blended learning bytes for one of our Role ready Experiences. Midz added value by suggesting alternative delivery mechanisms or different methods of helping the new starter to explore concepts and apply them in the real world. He has demonstrated ability to manage stakeholders, work independently and as part of a broader team to deliver quality results. I would be happy to work with Midz again in the future.



SAMPLE PROJECTS

Digital Learning

Developing blended learning artefacts for the New Leaders Program for a Global Conglomerate with around 25000 employees

My key roles and responsibilities on this project included:

- Analysing existing content by attending classroom room sessions, studying SME videos and survey
- Creating the high level design with focus on converting classroom activities into digital activities whilst maintaining the rigour of the program
- Developing blended learning artefacts including performing tasks such as setting up templates, scripting and reviewing the work of IDs and multimedia developers on the project

Comms and Change Management

Improving employee engagement focussed on assessments (new hire assessments to internal job promotion tests) and SAP integration that impacted over 1,00, 000 employees for a large Indian MNC

My key roles and responsibilities on this project included:

- Working with the Change Director on impact analysis, getting stakeholder buy-in, vendor evaluation and selection for building an assessment centre for new hire induction
- Managing the learning teams associated with the project for Mumbai, Kolkata and Pune operations
- Creating associated communication, training programs and performance support job aids

High-stakes Project

Building 7 Role-specific Privacy modules for the second largest telecommunications company in Australia developed onsite on the Adapt Authoring platform

My key roles and responsibilities on this project included:

- Liaising with the Privacy Champion and stakeholders to design and develop an organisation wide Privacy training program
- Mapping learning needs across multiple audience groups to create a customised learning experience based on role
- Scripting the content (including scenarios and animations) building and integrating the final artefacts into the build using code

UX Project – Banking (Completed during the sabbatical)

App redesign for one of India's largest full-service retail stockbroking house. The app helps subscribers track their finances in one single place and provides predictive investment recommendations using a rule-based investment engine. The business problem that was tackled in this redesign was to create a diversified investment behaviour and encourage subscribers to not limit themselves to just one investment option that they felt was safest. As a UX consultant on the project I undertook the following responsibilities:

- Conducted bench-marking study of existing apps in the market
- Conducted contextual inquiry to understand user needs and motivation
- Created user personas reflecting the different user scenarios aligned with the business problems
- Created low-fidelity prototype using Balsamiq prototyping tool
- Created initial layout designs in InDesign



EasyAuthoring
is a leading designer of
innovative learning
solutions for the
Australian market.



Tata Interactive Systems
is India's largest elearning
organization with deep
capabilities in both
corporate and K12 learning
solutions.



LearningMate
is one of India's fastest
growing elearning firms.

Technical Writer	Jan 2019 - Present
Sabbatical	July 2018 - Dec 2019
Instructional Design Manager	April 2014- June 2018

I work with Easy Authoring in delivering creative multimedia solutions for clients especially in Banking.

Strategy & Proposal Design

I worked on customer RFI's and understood the customer pain points to deliver a design strategy and solution that meets customer expectations. In this role, I performed the following functions:

- Undertook a needs assessment/analysis, target audience analysis and content analysis
- Identified instructional media options that addressed training needs

Multimedia Design and Development

- Script, design and develop digital animations, images, infographics, presentations, audio and video clips, using multimedia software, tools and utilities, interactive graphics, programming languages and browser technologies such as HTML, CSS, JavaScript and jQuery for the banking sector.
- Embed these digital assets such as audio, video, dynamic text, forms and images onto websites or other LMS applications using web programming, scripting, authoring and file management software.
- Manage tasks related to updating, archiving, management of digital assets and content; and perform web analytics to generate data, reports and development plans.

Leading Cutting-Edge Design

I was empowered to leverage new technological trends to enable EasyAuthoring to lead from the front. I pioneered the 'one page mLearning format' which has been extremely popular with clients for addressing affordances and challenges of mobile learning platforms.

Frontline Instructional Manager	July 2011 to March 2014
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As a Key Accounts Instructional Designer, I took ownership for:

- Creating high level designs in the form of Content Outline, ID Strategy Document
- Designing, developing and integrating computer code with digital assets such as audio, video, dynamic text, forms and images
- Creating Functional Specification Document (FSD) containing the ID approach and client specific design guidelines
- SME management - Interacting with SME for inputs on course outline, storyboard reviews and other deliveries
- Leading a team of writers, instructional writers and lead instructional writers and reviewing the work submitted by them based on instructional design and project guidelines

As a Curriculum and Instructional Designer for K12 content, I was responsible for:

- Creating curriculum design document and lesson plans mapping to different school boards and grades
- Leading internal discussions with SMEs during different phases of curriculum design
- Estimating effort required for producing multimedia materials and conveying them to the project management team
- Training insourced and outsourced vendors (content, graphics, audio development) on product guidelines
- Leading a team of instructional writers and reviewing their work against ID specifications documents

Senior Instructional Designer	January 2011 to June 2011
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I worked closely with a leading US based publisher for (Blackboard and Angel LMS based courses) to

- Train new US based Course Writers (CW) and Subject Matter Experts (SME) on client's design guidelines
- Coordinate with the SMEs during different phases of curriculum design
- Lead internal calls with CWs and SMEs during different phases of curriculum design
- Review the work submitted by CWs and SMEs and provide critical feedback based on ID and client guidelines
- Work with the graphics and tech development team during production
- Ensure that the quality parameters of the ID in the practice is met

APTARA

Aptara

focuses on industry-specific digital content



Wipro BPO

is a part of India's most well known IT firm.



AWARDS

Platinum winner – Best eLearning Design 2016 | simulation for one of Australia's leading advisory firms

Gold winner – Best eLearning Design 2016 | interactive scenario for an Australian automobile giant

EDUCATION

- ❖ MBA from Institute of Technology and Management (Joint accreditation from Southern New Hampshire University)
- ❖ Bachelor's Degree in Commerce from Mumbai University

DESIGN AND DEVELOPMENT TOOLS

Adapt | Articulate Storyline | InDesign | Adobe Captivate | Lectora Professional Suite | Windows Movie Maker | Sony Sound Forge | Adobe Photoshop | Adobe Acrobat | MS PowerPoint | Balsamic | Mind Map (brainstorming) | AEM | Adobe Aftereffects | Audition | Adobe Illustrator

ID SKILL SETS

Employee onboarding | Employee job analysis and career development | Project planning and implementation (digitization, localization, eLearning) | Synchronous and asynchronous curriculum and course design | Needs assessment/analysis | Planning, leading and monitoring training projects | Performing job, task, and/or content analysis | Writing performance-based objectives | Selecting the best fit instructional media | Knowledge of major authoring tools and multimedia development tools | Visual design and iconography

Web Development and Programming Skills

HTML | CSS | JavaScript | jQuery | Bootstrap SEO | API Integration | JSON | AJAX | Github development tools | Node.js | Express.js | Algorithms | Design Patterns |

Senior Instructional Designer	September 2010 to December 2010
ID Lead for an XDT team of a leading telecom provider <ul style="list-style-type: none"> • Storyboard as per the clients design guidelines • Provide production support for programming and the graphics team • Ensure that all work elements follow the blueprint set and have zero defects 	

Last role held: Deputy Manager Instructional Design	January 2009 to August 2010
This role involved the following activities: <ul style="list-style-type: none"> • Adhering to the processes set in the department/organization • Training new authors and IDs on different ID tools • Participating in creating pilots and prototypes • Providing innovative and creative solutions by using new techniques and ideas • Reviewing storyboards and content by using and applying the most appropriate ID theories and methodologies Ensuring that the CSI on the quality of the ID in the practice is met • Delivering projects and ensuring process and people assignments During the 8 years I was with Wipro BPO, I also held the following roles:	
Assistant Manager (COE) Instructional Design	July 2006 to December 2008
Assistant Manager Business Training	July 2005 to June 2006
Senior Executive Training & Development	April 2004 to July 2005
OJT Lead	November 2002 to April 2004