**Instructional Designer/Social Media Developer**

Detail oriented, self-starter with an eye for quality, able to quickly grasp concepts and master new technologies; highly collaborative team player with the ability to work independently.  
  
**Core Competencies**

|  |  |  |
| --- | --- | --- |
| • Project Management  • Corporate Training  • Graphic Design  • Ecommerce Webmaster  • Social Media Architect | • 2D/3D Model & Animation  • Visual Effects  • Multimedia  • Mobile App  • Curriculum Development | • Sound Engineering  • Film & Video Editing  • LMS Admin  • CMS Systems  • SharePoint Administration |

**Professional Achievements**

***Social Media***

* Responsible for organizing, developing, and sustaining social media campaigns. Campaigns are run on platforms such as Facebook, Twitter, LinkedIn, YouTube, Vimeo, Instagram, Flickr, and various blogs.

***Instructional Designer***

* Award-winning instructional designer with expertise in course content planning, creation, delivery and client-facing project management.

***eLearning Developer***

* Innovative corporate eLearning developer focused on creating captivating digital learning experiences
* LMS administration and SCORM compliance

***Visual Effects Artist***

* Creative visual effects artist on feature films, Soap operas (Telenovelas), music videos, infomercial and TV commercials.

***Sound and Video Editor***

* Dynamic and results-oriented professional with more than ten years of experience in Sound, Video Production and Editing.
* In-depth knowledge of the latest video production, editing techniques, equipment and software.
* Ability to transform scripts and storyboards into engaging professional videos.

**Employment History**

**Schwan’s Company (Food)  
Marshall, MN** *Apr 17 – Present  
Project Manager (Instructional Designer/Graphic Designer) - Consultant*

* New approach to visual training using graphical adult learning theory for the onboarding process.
* Manage the development of new Multilanguage training initiatives.
* Streamline the process in over 100 lines of production with eLearning tools.
* Develop new cutting edge visual training materials.

**Estée Lauder Companies, Inc. (Retail)  
Manhattan, NY** *Apr 16 – March 17  
Project Manager (Instructional Designer/eLearning) – Consultant*

* Managed the development of new training, course materials, instructor led.
* Facilitated training and development with new social media / eLearning tools
* Guided and provided support to the team with the creation, deployment, and integration of the updated software for the on-line sales kiosk system.
* Managed, developed and updated SharePoint social sites.
* Admin for the Litmos LMS, supported all the on-site and virtual training.

**NYC-DOE “New York City Department of Education” (Education)  
Brooklyn, NY** *Apr 2014 – Apr 16  
Sr. Developer of On-Line Training Solutions – Consultant*

* Developed web-based end-to-end SESIS system interactive training tools.
* Enhanced SESIS by using video, digital media and animation applications.
* Collaborated with SESIS and NYCDOE personnel to develop learning solutions for SESIS. Utilized adult learning theory and practice.
* Applied development tools to improve SESIS implementation and training materials i.e., Captivate, Articulate, Flash, PowerPoint, Photoshop and Final Cut Pro.
* Evaluated and recommended modification to existing SESIS training programs and materials.
* Teamed up with SME Developer to create SESIS training videos. ***Citigroup (Financial-Underwriting)  
  Long Island City, NY***  *Apr 2013 – March 2014  
  Lead Developer – Learning Applications – Consultant*
* Video Production Editor; created and implemented simulations and demonstrations. Using Camtasia, Final Cut Pro, After Effects and Premiere applications.
* Responsible for leading the design development, testing and deployment of online learning products (e.g. eLearning, online help, online guides and animated tutorials) for all Education Center product lines on the Learning Portal, in the LMS (Learning Management Systems) and on the Citi technology platforms (Confluence and Intranet).
* System administrator for the departments SharePoint sites.
* Created interactive eLearning courses using PowerPoint, Flash and Articulate Storyline.
* Provided technical support for the learning solutions provided in test and production environments using Photoshop, Captivate, Articulate and Flash.
* Led in the gathering of eLearning course requirements (technical, functional, and design/visual). Maximizing utilization of Adobe CS6.
* Utilized knowledge of adult learning theory/practice to collaborate with internal and external instructional designers in the development of learning solutions.
* Project oversight to assure that SCORM compliant eLearning software would be assimilated in Citi’s environment.

***DTCC “The Depository Trust & Clearing Corporation” (Financial)***   
**Manhattan, NY** *June 2007 – March 2013  
Instructional Designer/LMS Admin*

* Develop and catalog an original source audio and video archive library. Applied cutting edge video software to create Salesforce.com video-books and user-friendly applications for eLearning courses.
* Designed and delivered training programs including recommending training methods, techniques, and evaluation criteria for obtaining optimum training results using Captivate.
* Utilized innovative training methodologies in facilitation for web, and classroom training.
* Point person for Adobe certified products and projects (emphasizing Photoshop and Flash).
* Teamed up with departmental management to identify ongoing training needs.
* Collaborated with SMEs and internal education resources in the design and development of training solutions, identified and managed external training vendors.
* Reviewed, evaluated and recommended modifications to existing programs.
* Coordinated all corporate-sponsored training and maintaining electronic records while leveraging available tools. Delivered via classroom facilitation, virtual and web-based training.
* Restructured the m’Zinga LMS system, catalog, organize and socialization.
* Maintained all training records and managed LMS (Learning Management Systems).

**Education**

**1999 – Full Sail University, Orlando, FL**

**Digital Media – Multimedia/3D** B.S. Degree Deans List (3.8 GPA)

**2001 - Lynda.Com, On-Line Training – Active Member since 2001**

**Web, Multimedia, Developer, Animation, Graphic, Sound and Video Programs**

**2008 - Parsons College, School of Art and Design, New York City NY**

**Graphic Design Program**

**2009 - Adobe, NYC NY. Premiere Pro/ Audition**

**Sound and Video Editor (Integration)**

**2013 -** **Apple, NYC NY. Final Cut Pro X Professional Post-Production**

**Video Editor (Advance Technique)**

**2016 - NYU, NYC NY**

**Cyber Security Risk and Strategy Programs**

**Freelance Clients**

[Schwan’s Company |](http://www.schwans.com/default.aspx) [Estée Lauder](http://www.esteelauder.com/promotions?&cm_mmc=google-_-B%253A+Core+-+Esteelauder+-+Mis+-+Exact-_-esteelauder) | [NYC DOE (New York City Department of Education)](http://schools.nyc.gov/default.htm) | [Citigroup](http://www.citigroup.com/citi/) | Citibank | [DTCC (The Depository Trust & Clearing Corporation)](http://www.dtcc.com/) | [Viacom](http://www.viacom.com/) | MTV | Nickelodeon | [MTV (Plug in EdCenter)](http://www.pace.edu/career-preparation/employers/viacom) | [HBO](http://www.hbo.com/) | [Showtime (OnDemand)](http://www.showtime.com/) | [Tarsitano Creative, Inc.](http://www.tarsitano.com/) | [ADP](http://www.adp.com/) | [Standard & Poor’s](http://www.standardandpoors.com/en_US/web/guest/home) | [AT&T](https://www.att.com/shop/wireless/devices/smartphones.html?&WT.srch=1&source=ECPS0000000PSM00P) | [Stedman Graham](http://stedmangraham.com/) | [Integro Ins Brokers](http://www.integrogroup.com/) | [McGraw-Hill](http://www.mheducation.com/) | [ISI (Instructional Systems Inc.)](http://www.isinj.com/) | [Hufnagel, Inc.](http://www.hufscape.com/) | [SS+K](https://www.ssk.com/) | [AAA](http://www.ny.aaa.com/?zip=11365&stateprov=ny&city=fresh+meadows&devicecd=PC&referer=www.aaa.com) | [Oxford Healthcare](https://www.compliancetrainingonline.com/healthcare_training.cfm?gclid=CI3XuuervM0CFQxZhgodq7QJTg) | [NY Presbyterian Hospital](http://www.nyp.org/) | [NY Presbyterian Hospital Pediatric Cancer (Pro Bono)](http://www.nyp.org/cancer/services/pediatric-cancer) | [ESPN Sports (Phone Applications)](http://espn.go.com/) | [Reuters](http://www.reuters.com/) | [New York Times](http://www.nytimes.com/) | [Sprint](https://www.sprint.com/) | [United Airlines |](https://www.united.com/ual/en/us/) [PartyXPress](http://www.partyexpress.nyc/) | [Zucker Hillside Hospital](https://www.northwell.edu/find-care/locations/zucker-hillside-hospital) | Hilton | [My Domain](http://www.multimamediadomain.com/) |

**Computer Proficiency**

[Adobe CS6 Master Collection (Photoshop, Illustrator, InDesign, Acrobat X Professional, Flash, ActionScript, Dreamweaver, Fireworks, Premiere, After Effects, Audition, Bridge, Robohelp, SpeedGrade, Prelude, Encore, Media Encoder)](http://www.adobe.com/) | [Captivate](http://www.adobe.com/products/captivate.html) | [Curatr HT2](https://www.ht2labs.com/curatr/) | [iSpring Presenter](https://www.ispringsolutions.com/ispring-presenter) | [Quadralay](http://www.webworks.com/) | [XMetal](http://xmetal.com/) | [Articulate Studio (Presenter, Engage, Quizmaker, Storyline)](https://articulate.com/360/storyline) | [Microsoft (Access, Excel, PowerPoint, Publisher, Word)](https://www.microsoft.com/en-us/store/b/office?invsrc=search&cl_vend=google&cl_ch=sem&cl_camp=905852606&cl_adg=51372987728&cl_crtv=217545176802&cl_kw=microsoft%20office%202016&cl_pub=google.com&cl_place=&cl_dvt=c&cl_pos=1t1&cl_mt=e&cl_gtid=kwd-297549772977&cl_pltr=&cl_dim0=WYaP3gAAA253fCEF:20170917173633:s&OCID=AID620866_SEM_WYaP3gAAA253fCEF:20170917173633:s&s_kwcid=AL!4249!3!217545176802!e!!!!microsoft%20office%202016&ef_id=WYaP3gAAA253fCEF:20170917173633:s) | [Project & Portfolio Management (PPM)](https://www.smartsheet.com/s/project-portfolio-software?s=1&c=3&m=453&fts=ppc-ppm-contact-sales&a=183964974217&k=project%20portfolio%20management&mtp=e&adp=1t1&net=g&dev=c&devm=&plc=&gclid=EAIaIQobChMI_aL7oeGs1gIVRkGGCh1eRAsEEAAYASAAEgJkSfD_BwE) | [SharePoint](https://products.office.com/en-us/SharePoint/compare-sharepoint-plans?&wt.srch=1&wt.mc_id=AID623587_SEM_IuGHbcdT) | CodeBaby | Lectora | mZinga’s Firefly | Swishmax | SoundForge | Vegas | SnagIt | [Xilisoft (CD, DVD, iPod, iPad, M-Encoder)](http://www.xilisoft.com/) | iBook | SCORM AICC, 1.2, 2004 | [GoAnimate](https://goanimate.com/) | 2/3D Animation & Modeling | Maya | Visual Effects | [Final Cut Pro](https://www.apple.com/final-cut-pro/) | iMovie | [Camtasia](https://www.techsmith.com/video-editor.html) | [Movavi](https://www.movavi.com/mac.html) | Sound & Video Editing | Mac OS / Windows Cross Platform | Spanish Bilingual | Social Media Networks ([Facebook](http://www.facebook.com), [LinkedIn](http://www.linkedin.com), [Instagram](http://www.instagram.com), [YouTube](http://www.youtube.com), [Vimeo](http://www.vimeo.com))

References available upon request.