**Jay Sprout**

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[roxorsoxor.com](https://www.roxorsoxor.com)

## **SKILLS**

Instructional Design | Articulate Storyline | Storyboarding | Curriculum Development   
User Interface (UI) | SCORM | User Experience (UX) | Video production | Video editing  
Camtasia | Audacity | Vyond | Acrobat |Illustrator | InDesign | Photoshop   
Learning Management Systems | Premiere Final Cut Pro | After Effects | Web Development  
JavaScript | HTML | CSS | MySQL | PHP | Python | QuarkXpress | RoboHelp | XML

Search Engine Optimization (SEO) | Progressive Web Apps | Content Management Systems  
Captivate | Git | eBooks | ePub | Sigil | Calibre

## **EXPERIENCE**

## **Freelance/Contract**

**Feb 2016 – Present**

* Contract Technical Writer & Instructional Designer through various agencies and direct B2B for clients such as Telos, MATC, University of California, Insight Global, and others
* Creating videos for YouTube channel and developing Twitch stream curriculum to supplement classes I’m creating using MOODLE, promoting them via social media digital marketing

## **Senior Instructional Designer**, **Tampa General Hospital**

**March 2015 – Feb 2021**

* Consulted annually with information security to create and select training
* Facilitated and co-facilitated online live classes on soft skills and software
* Redesigned department intranet and LMS pages implementing standardized styles
* Significantly improved UX of online training and LMS UI, automated updating tasks
* Consulted with SMEs to design, develop, and improve training materials
* Created interactive components in Articulate Storyline using a healthy dose of JavaScript and some magic secrets for engaging and effective training
* Created software simulation and UPK training tools for PeopleSoft HCM
* Created explainer video (animated infographic) for Risk Management
* Video production and editing using Camtasia, After Effects, and Premiere to drastically improve end product of Vyond app

## **Web Developer and Web Design Instructor**, **LaSalle Computer Learning Center**

**October 2014 - March 2015**

Developed curriculum for and facilitated 12-week course on

* Web design fundamentals & best practices
* Website administration
* Website and Web app security
* Languages and libraries including HTML, CSS, JavaScript, and jQuery
* Adobe Creative Cloud suite as well as free, open-source software

## **Instructional Designer, Home Shopping Network (contract)**

**January 2015 - March 2015**

Created New Employee Orientation using Articulate Storyline

## **Instructional Designer, Verizon (contract)**

**October 2014 - March 2015**

Worked with SMEs to create training for marketing software.

## **Instructional Designer, Bisk Education**

**October 2009 - November 2013**

* Designed and developed eLearning for internal clients as well as Michigan State, Florida Institute of Technology, University of Notre Dame, and Villanova
* Directed video shoots, edited audio
* Created simulation and game prototypes using SimWriter
* Curriculum development and training of editorial department on workflow conversion from MS Office & print production to Adobe InDesign and eBook development
* Developed faculty training program covering online pedagogy and adult learning theory
* Created HTML style guide for Learning Management Editor

## **Managing Editor, Cruisin' Style Magazine**

**March 2008 - November 2008**

* Designed monthly magazine
* Wrote and edited articles and advertisements
* Completely redesigned website using a PHP, HTML, CSS, Javascript
* Increased traffic over 470% with standard SEO, Google Analytics and social marketing

## **eLearning Developer, AT&T (contract)**

**December 2007 - February 2008**

* Designed and developed eLearning games using Flash
* Researched legal and legislative topics, wrote content for National Training

## **National Training Designer, Little Caesar's**

**October 2005 - November 2007**

* Designing all training materials used in every store worldwide
* Produced and edited award-winning training videos

## **eLearning Developer & Technical Writer, Vale Solutions**

**June 2004 to September 2005**

* Created all software documentation and help files
* Wrote business plan for Help & Support department
* Assisted with quality control and testing

## **eLearning Developer, Raytheon Professional Services (contract)**

**January 2004 - June 2004**

* Designed and developed interactive simulations and games for Isuzu
* Technical illustration for manufacturing assembly

## **Web Designer, Volt**

**December 2003 - January 2004**

* Updated web site for local parts distributor
* Converted catalogs and other documents to interactive PDF

## **Web Development & Graphic Design Instructor, Freelance**

**November 2003 to January 2004**

Taught Flash, ActionScript, and InDesign classes at CompUSA, Kmart, Ann Arbor News, Detroit Public Schools, University of Michigan, and others.

## **Graphic Design & MS Office Instructor, New Horizons Computer Learning Centers**

**June 2000 to November 2003**

Curriculum development, instructional design, classroom facilitator for courses including:

* Adobe Creative Cloud applications, QuarkXpress, Microsoft Office
* Beginning to Advanced Windows and Mac OS
* Print production, preflight, workflow, automation, and troubleshooting
* HTML, CSS, JavaScript, XML, and ActionScript

## **Technical Writer & Illustrator, Contractor**

**April 1996 - April 1999**

* Wrote, illustrated, and designed assembly instructions
* Quality consultant and Technical Writer of QS-9000 documentation
* Audited, edited, and wrote policies and procedures for Big 3

## **Journalist and Editor**

**May 1991 - April 1996**

* Reporter and photographer for several small newspapers and magazines
* Reporter for every student paper at every school attended
* Sports editor and Features co-editor of *The Crusader* at Spring Arbor University
* Managing Editor at *The Student Voice*, WCC

## **United States Air Force, Law Enforcement Specialist & Patrol Dog Handler**

**September 1988 to April 1990**

# **INTERNSHIPS**

* Technology Writer, **Open Genus**
* Publicity, Public Affairs, **Hillsdale College** (clippings, *Imprimis*, and marketing materials)
* Journalism, *Student Voice*, **Washtenaw Community College** (paid and sent to Regent University conference)
* Journalism, Community Affairs, **WCC** (*Time Out* magazine, press releases)

# **EDUCATION & CERTIFICATIONS**

## **.NET Full Stack Software Engineer** bootcamp and **Java** crash course at **Revature**

## **Data Visualization** certificate from **FreeCodeCamp**

## **Mobile Web Specialist nanodegree from Udacity** via **Grow with Google** scholarship

* **Film and Video Production, Detroit Film Center**

## **M.A. in Education (in progress at) University of Scranton (**10/12 classes with 3.88 GPA)

## **B.A. in Management and Organizational Development** from **Spring Arbor University**

## **Executive Certificate in Leadership & Management** from **University of Notre Dame**

* **Mac OS X Administrator,** **Apple**
* **Dreamweaver Certified Developer, Macromedia Certified Instructor**, **Macromedia**
* **Adobe Certified Expert** (Photoshop, Illustrator, GoLive, InDesign, Acrobat, PageMaker)
* **Microsoft Office Specialist:** Powerpoint