



Sean Barry

Customer Education | Product Marketing | Web Development

847.867.0742

linkedin.com/in/seanbarryid

sean@instruct.design

instruct.design

BACKGROUND

I am a customer education manager with experience in training facilitation, online learning design, graphic design, audio/video production, digital media, and front end web development.

EDUCATION

NORTHEASTERN ILLINOIS UNIVERSITY

Master of Arts • 2014

Major in Special Education, Focus in Universal Design for Learning

ILLINOIS STATE UNIVERSITY

Bachelor of Arts • 2008

Major in Psychology, Minors in Spanish Language and Business Administration

SKILLS / TOOLS

Product and Knowledge Management

Articulate 360, Adobe Captivate, Camtasia, Adapt, Evolve, Skilljar, Exceed, Zendesk, Pendo, SCORM, xAPI, HTML5

Media Design and Production

Adobe Illustrator, Photoshop, InDesign, XD, Premiere, AfterEffects, Audition

Web Development and Analytics

HTML/CSS/JavaScript, Vue/Nuxt, React/Next, Dart/Flutter, Tailwind, Bootstrap, Bulma, Greensock, Wordpress, Shopify, Netlify, Firebase, Google Analytics

EXPERIENCE

YAHOO

Customer Education Manager | 2021 – Present

As Customer Education Manager at Yahoo, I support the development of the company's online B2B customer education program and lead the broader customer onboarding strategy within the Customer Success organization.

AMOBEE

Senior Product Training Manager | 2020 – 2021

Amobee is a global marketing technology company focused on cross-channel media buying. In the Senior Product Training Manager role I designed and managed Amobee's online customer education program. As part of the Product Management team, I led a pod of engineers, product managers, and account managers to deliver both scaled and customized product training to achieve measurable business outcomes.

INTERPUBLIC GROUP (IPG)

Senior Instructional Designer | 2017 – 2020

IPG is a global parent company to various marketing agencies, media/planning services, tech providers, and more. As Senior Instructional Designer for IPG's Data and Technology business, Kinesso, I developed learning experiences for the company's wide range of agencies and customers, producing learning experiences in multiple formats on various topics related to data science and marketing tech.

MEDIAMATH

Manager, Training and Instructional Design | 2017

Specialist, Training and Certification | 2015 – 2017

In my roles on the Marketing team at MediaMath, a global advertising tech company, I led internal and external product training for North America, designing and delivering instructor-led training (in-person and remote) and certification to 100+ learners monthly.