

Tracy Jones

Instructional Designer, Technical Writer, and Knowledge Manager

SUMMARY: Over 10 years of combined experience in e-learning, classroom-based learning, technical writing, knowledge management, training, copywriting, and scientific writing. Published author, public speaker, and project manager with excellent client-facing and training skills.

SKILLS

Instructional Design: Active learning, ADDIE model, adult learning theory, animation design, assessments, EEDO, e-learning, graphics selection and manipulation, instructor-led training, interactive multimedia game design, learning objectives, LMS, SCORM compliance, storyboarding, video and audio editing.

Writing: Agile software development, articles, books, brochures, editing, manuals, marketing copy, pamphlets, release notes, technical bulletins, website content development.

Software: Articulate Presenter, Camtasia, Captivate, CMS, Confluence, Dreamweaver, Google Apps, Engage, Excel, FrameMaker, HTML/XHTML/CSS, InDesign, Jing, JIRA, KANA, Outlook, Mantis, Photoshop, PowerPoint, Quizmaker, RoboHelp, PHP, Salesforce, Snagit, SQL, Visio, WebEx, Word, XML.

Project Management: Client interface, funding, hiring, project design, team leadership.

EXPERIENCE

CURRICULUM DEVELOPER / DOCUMENTATION SPECIALIST – Smiley Media, Austin, TX, 2010–2011

- Built the company's training, documentation, and knowledge management programs from the ground up.
- Onboarded and trained on-site and global employees during a time when the company tripled in size.
- Created instructor-led, multimedia e-learning, and blended courses.
- Created documentation for all of the company's internal and vendor-supplied applications, including Confluence, Google Apps, JIRA, Mantis, Salesforce, and WebEx.
- Designed and managed the company's knowledge portal/wiki.
- Trained and onboarded rapidly-expanding global teams within all of the company's departments: Sales, Product/Engineering, Human Resources, Ad Optimization, Legal/Compliance, IT, and Operations.
- Served as the in-house information go-to person for applications and business processes.
- Analyzed the sales team business processes and designed Salesforce process flows.

CONSULTANT—INSTRUCTIONAL DESIGN, E-LEARNING AND WRITING – Various Companies, 2002–2011

Design online and classroom-based courses. Write technical, marketing, and scientific content for various clients. Create and present seminars. www.tracyjonesconsulting.com. Sample projects are described below.

Lotus Interworks, Los Angeles, CA

- Provided software interface consulting. Created documentation, user guides, and marketing collateral for a startup company specializing in WebEx-style audio and internet conferencing.

United Healthcare, Minneapolis, MN

- Updated customer care reference guides for Medicare service agents within a content management system (KANA), using Dreamweaver.

The National Alliance for Insurance Education and Research, Austin, TX

- Collaborated with subject matter experts to translate instructor-led courses into online multimedia courses.
- Topics included insurance, risk management, project management, financial planning, and soft skills. Created learning objectives, assessments, and storyboards for Flash interactions.

Fusion Learning Systems, Austin, TX.

- Designed online courses that included interactive games and assessments.
- Provided design notes for development in Flash, HTML, and EEDO (an LMS).
- Developed rapport with and served as the first point of contact for subject matter experts.

Discover Spanish, Knoxville, TN

- Provided instructional design consulting to a leading producer of online Spanish training games.

ALI Solutions, Austin, TX

- Created an end-user documentation style guide and applied it to the company's existing documentation.
- Rewrote and edited training materials and user guides.

RESEARCHER AND PROJECT MANAGER – University of California, Davis, CA, 2000–2002

Launched and led a multi-year scientific study that led to new insights into grassland restoration techniques. Co-wrote a proposal that resulted in a three-year \$90,000 grant. Hired and managed a team of nine employees.

EDUCATION

- ASTD Austin Chapter's Certified Professional in Learning & Performance (CPLP) Preparation Program.
- Completed coursework for Adult Teaching Credential, University of California at Berkeley.
- Master of Science in Plant Biology, University of California at Davis.
- Bachelor of Science in Biology, Mills College, Oakland, CA.

PUBLICATIONS

- Functionally similar species confer greater resistance to invasion: implications for grassland restoration. *Restoration Ecology*. 6 Oct. 2008.
- *The Caveman Diet*, Mango Love Publishing, 2007.
- *The Smart-Carb Guide to Eating Out: Fast Food and Family Restaurants*, Penguin-Avery, 2005.
- *A New Marsh in Your Future*, East Bay Regional Park District, Oakland, CA, 1996.

PROFESSIONAL ORGANIZATIONS

American Society for Training and Development (ASTD), Austin Chapter

- Leader and Organizer of the Instructional Design and eLearning Special Interest Group, 2011.
- Seminar Presenter: "[E-Learning on the Cheap: Jing, Google Sites, and Survey Monkey](#)," 2010.