

ROB CARTER

Instructional Designer

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Learning and Development | Instructional Designer Summary

Seasoned hands on Learning and Development Professional with 8 years' experience delivering strategic Learning Solutions for a wide range of digital products and audiences. Utilizes digital technology to deliver full featured, interactive and multilingual adult learning programs.

- Adobe Creative Cloud
 - Audio/Video Production
 - Animation and Interaction
 - Responsive Design
 - Quizzes and Testing
 - Learning Storyboards
 - Adobe Premiere Pro
 - Captivate/Camtasia
 - Guides and Cheat Sheets
 - WebEx and Live Training
 - Video Capture Training
 - Web/CMS Development
 - Adobe After Effects
 - Learning Program Development
 - ADDIE and SAM Modeling
 - HTML, CSS, JQuery, JavaScript
 - Adobe Creative Suite, Sketch
 - UX Design and Graphic Design
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Sanctum Solutions

2020 - Present

Freelance – Part Time

InterContinental Hotels Group (IHG)

2002 – 2020

Recent Positions: Manager, Information Delivery (Digital Product Learning)

Adult Learning Training Product Delivery

Websites ▪ CMS Portals ▪ Digital Products ▪ ERP Applications ▪ Online Applications
CRM Applications ▪ Financial Systems ▪ BI Performance Reporting and Dashboards
Train From Home ▪ Remote Learning ▪ Adult Learning ▪ Self-Paced Learning

Selected Learning Programs Delivered

- [IHG Resource Center](#) - Global training web portal featuring hundreds of instructional videos, user guides, release notes, communications, self-paced eLearning modules, online training registration and multilingual content which hosts thousands of monthly global trainees.
- [IHG Training Hub](#) - Global Alfresco CMS portal featuring hundreds of training documents, user guides, videos, cheat sheets, videos and other documentation for thousands of global users.
- [IHG Technical Project Roll-Out Training](#) – Delivered training materials for numerous large projects including: Oracle CRM and OBIEE, PeopleSoft ERP, SharePoint CMS and many more.

Learning Program and Instructional Design Experience

- Built relationships throughout the organization with leadership to ensure that all training functions and programs are holistically aligned with all organizational strategies and priorities.
- Facilitated global work sessions, focus groups, interviews and team meetings to collect User Stories for creation of product training scope and requirements.
- Delivered training prototypes for stakeholder review, approval and recommendations.
- Created global online searchable training course registration web portal featuring hundreds of live training courses entailing multilingual instructors, course outlines, course pre-requisites, course training decks, course objectives and course target audience.
- Served as the key technical and strategic training liaison to executive sponsor in the recommendation of best practices for corporate training programs.

- Customized training based on specific audience requirements, learning objectives and languages. Delivered ongoing program technical enhancements enabling dynamic delivery.
- Developed numerous professional LMS Captivate eLearning modules for corporate staff and application users. Modules included audio narration, quizzing, videos, animation and numerous interaction features in responsive HTML5.
- Ensured that all learning solutions adhere to corporate standards, branding and protocol.
- Delivered training based on adult learning principles, formats and protocol.
- Utilized graphic and User Interface (UI) designs for technical applications to mimic actual application, website or product designs to enable realistic simulations.
- Partnered daily with SMEs and product and project management to ensure that all training content was accurate and was represented appropriately within each program.
- Partnered with LMS and global project teams to develop intuitive solutions for new product launches including multilingual product user guides, product cheat sheets, owner's manuals and laminated desk companions.
- Created intuitive and interactive module quizzes and results reporting. Quizzes customized to test user engagement level and aid in the enhancement of module content.
- Developed websites and training portals featuring embedded playlist players and link libraries for training product component delivery such as video capture training, application release notes, software owner's manuals, software upgrades and go live programs. Hand coded websites featured HTML5, CSS, JQuery, JavaScript and other technologies.
- Designed all learning solutions to deliver best in class performance for adult learning and comprehension with attention to navigation logic, module duration and key learning themes.
- Developed program branding, communication and marketing of all new training programs.
- Reviewed LMS learning programs monthly for content accuracy, corporate standards, logos, colors, slogans as well as Scorm compliance and adherence to all product features.
- Conducted feedback sessions and customer satisfaction surveys soliciting user input on program successes, effectiveness, weaknesses and program enhancements.

Learning and Development Delivery Model

Planning: Requirements Gathering | Strategic Alignment | Release Planning | Demos & Testing
 Execution: Live vs. Module Delivery | Project Training | Virtual Training | Multilingual Training
 Review: Post Surveys | Data Analysis | Continuous Course Improvement | Review Meetings

Learning and Development Program Improvement & Research

Industry: Continuous Program Review | Learning Technology and Methodologies Review
 Organization: SME Focus Meetings | Course Design and Structure | Course Materials Refresh

Technical and Development Software Experience

Web, UX/UI, Graphic Design: Photoshop | Fireworks | Illustrator | Dreamweaver | Sketch
 Web Development: WordPress | SharePoint | HTML5 | CSS | JavaScript | JQuery | PHP
 Learning: Captivate (v5-9. 2019) | Camtasia | Active Presenter | InDesign | Articulate 360

Education

Master of Business Administration (MBA)
 Bachelor of Science in Business Administration

Brenau University
 Shorter University

Certifications

Project Management Professional (PMP)
 Certified Scrum Master (CSM)

Project Management Institute
 Scrum Alliance