

Maria Richard

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Lead Instructional Designer

eLearning, Instructor-led, and Blended Content

Versatile and accomplished lead instructional designer and course developer. Extensive experience in course development and delivery for technical and sales enablement. Known for attention to detail while moving projects through to completion in agile and traditional development environments.

RELEVANT CAPABILITIES AND COMPETENCIES

- Conducting needs and task analyses
- Creating learning objectives and designing training content
- Developing content for various training delivery methods including eLearning, instructor-led and blended content as well learner study guides
- Validating learning objectives and content with subject matter experts (SMEs) and stakeholders
- Evaluating training effectiveness

RELEVANT SOFTWARE AND TOOLS

- Adobe Creative Suite (Lightroom, Photoshop, InDesign, Acrobat, Fireworks and Captivate)
- Articulate 360 (Storyline, Rise, and Review)
- MS Office Suite (Word, Excel, PowerPoint, and Outlook)
- TechSmith tools (Camtasia and Snag-it)
- Vyond (animation software)
- WordPress, HTML5, Drupal, H5P, and SumTotal LCMS
- VMware

PROFESSIONAL EXPERIENCE

Freelance Instructional Design and Development

May 2020 – Present

- Instructional design and development on cloud technology and electrical utilities topics.
 - A fast rollout of several technical cloud and architect curricula required a team to develop the content with SME assistance. I developed a variety of courses covering content on the company's cloud-based products using Articulate 360 applications, animated videos created in Vyond, and learner study guides developed in MS Word.
 - Conversion project: transformed the content of an instructor-led training to online training for an energy technology organization.

PREVIOUS WORK

Pegasystems, Sr. Curriculum Developer

Feb 2016 – Jan 2020

Teamed with software architects tasked with creating blended learning content and contributing instructional design expertise. Mentored new hires, and temporary team members on instructional design and content style. Served as a scrum master for various projects.

- Developed applications, lesson designs, content, and lab exercises to support technical enablement courseware development.
- Participated in tool standard setting and initial template creation for the team's conversion to Articulate Storyline.
- Developed and led a knowledge transfer session on how to use hot spots and triggers in Articulate Storyline.

Avaya Inc., Sr./Lead Instructional Designer, Technical and Sales Enablement Nov 2009 – Sept 2015

- Conversion project: planned and managed conversion of technical synchronous training to asynchronous training featuring self-paced training videos. Liaised with the vendor providing production services. Wrote the narration scripts for the on-screen instructor.
- Developed an online content/narration script writing style guide for the training development team.
- Served as project manager for unified communications design and technical certification program.
- Defined equipment needs for classrooms and virtual labs in collaboration with the instructional designer, equipment manager, SMEs, and the training delivery group.
- Performed target audience analysis, task analysis, and learning objective definition.
- Located resources and source material for sales, design, and technical courses.

Charter Communications, Freelance Sr. Instructional Designer

May 2009 – Nov 2009

Conversion project: instructor-led leadership training program to interactive eLearning content using Adobe Captivate. Organized existing material to conform with Adult Learning Theory and the analyze, design, development, implementation, and evaluation (ADDIE) instructional design model.

DISH Network, Manager of Training and Development

May 2006 – Sept 2008

Conversion project: instructor-led business-to-business inbound sales representative training to the blended training model to include asynchronous and instructor-led agendas. Conducted on-site audience and needs analyses to adjust objectives and content as needed. Estimated return on investment (ROI) was \$28,990 per month.

Ongoing development of 15-minute continuing education eLearning topics for technical service sales call center representatives. Wrote training plans, crafted learning objectives based on task analysis and business goals, and developed the eLearning modules, with input and advice from SMEs.

After demonstrating proficiency in project management and leadership, became Manager of Training and Development, managing a team of ten instructional designers.