

JOHN C. MORLEY

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INSTRUCTIONAL DESIGNER

Articulate Storyline • eLearning • Instructor-Led Training • Video Editing

A senior instructional designer with excellent Articulate Storyline and writing skills, along with strengths in IT and business processes. A strong technical background, including programming experience and managing websites, ensures clear communication with subject matter experts, along with an ability to explain it all in plain and simple terms.

As a past board member and web manager, and continuing member of the SoCal ISPI (International Society for Performance Improvement), and facilitator for San Diego ATD workshops, stays current with advances in instructional design, adult learning theory, and project management.

Areas of Expertise:

- Instructional design
 - Curriculum development
 - Train the trainer
 - eLearning
 - Project management
 - Video editing
 - Website design
 - Storyboarding
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Proficient With:

- Articulate Storyline
 - Adobe Premiere
 - Audacity
 - Dreamweaver
 - HTML
 - Visio
 - Visual Basic
 - Microsoft Office applications (Word, Excel, PowerPoint)
 - Snagit
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PROFESSIONAL EXPERIENCE

ID for Hire—Instructional Design Consultant

October 2021—Present

Helping clients improve on-the-job performance with the full range of learning support, including web-based, video, print, and instructor led.

Genentech—Instructional Designer

February 2016—September 2021

Designed and developed technical training for the industrial-level manufacture of pharmaceuticals. This was a blended approach, with most hours spent on web-based training developed using Articulate Storyline. Also managed the design of print documents, using Microsoft Word templates.

Pacific Dental Services—Instructional Designer and Technical Writer

August 2014—August 2015

Analyzed, diagramed, and documented business processes, then wrote "user stories" (software requirements) within a agile/scrum project management framework; as part of an enterprise-wide upgrade of computer systems to support an expected rapid expansion of the company.

TAP Series—Instructional Designer

April 2014—July 2014

Designed online eLearning on food allergies for kitchen and wait staff workers; to be incorporated into university courses and staff training conducted by restaurants and hotels; for nationwide use.

Kaiser Permanente— Senior eLearning Instructional Designer

April 2012—March 2014

Evaluated and updated training to support the organization's Epic medical records system, which included developing Captivate and live-action videos, instructor guides, job aids, and other reference material.

The Mosaic Company— Senior Learning Consultant

August 2011—December 2011

Analyzed communications needs and developed a communications plan for a new Energy Efficiency organization within Georgia Power Company. Also developed training for PG&E line workers, and an introduction to opportunities on the smart grid.

Southern California Edison—Senior Instructional Designer

July 2009—June 2011

Developed training for Edison SmartConnect on both the wireless network and the meter data management system, including in-depth technical training and system procedures documentation.

Call Center International—Consultant

March 2009—June 2009

Developed a foundation for eLearning and provided a broad range of communications support, including website content development, business process documentation, and news releases.

Movie Magic Software—Instructional Designer

May 2008—November 2008

Developed eLearning tutorials on screenplay formatting and recorded video demonstrations of screenwriting software (Screenwriter v6) for use as a website-based quick tour demonstration and in instructor-led training. Also developed a quick reference job aid to help customers quickly understand and use the software.

Adelante Express—Instructional Designer

February 2007—June 2009

Developed and automated company business processes, developed associated training, then delivered that material as instructor-led training, telephone support and Web-based self-paced study for this airport shuttle van business.

Southern California Edison—

November 2006—February 2007

Redesigned and maintained an intranet website supporting an overhaul of the statewide wholesale energy market and transmission grid. This included regular communication and interviews with IT team members and user groups.

Hyundai Motor America—Instructional Designer

April 2006—June 2006

Designed a sales managers' workshop for nation-wide instructor-led training. This included developing a leader's guide, PowerPoint presentation, student exercises, and participant's guide.

Harris School Solutions—Instructional Designer

September 2005—November 2006

Designed training and documented software to be used by the Los Angeles Unified School District. Responsibilities included gap analysis of end-user skills, developing training curriculum for specific skill-set needs, designing a complete set of quick reference guides, and developing a customer newsletter.

ITT Technical Institute—Instructional Designer

July 2005—September 2005

Hired as a subject matter expert for an eLearning course on professional presentations, then took on full responsibility for curriculum development, which included developing an extensive online case study with solutions for multiple challenges faced by a fictitious company.

Southern California Edison—Writer

January 2005—March 2005

Wrote a strategic-level approach to realigning business processes with the government market, for this Fortune 500 company. This included analysis, development of communications and training plans, and required a firm grasp of formulating corporate strategies and planning their implementation.

Lexus Division of Toyota Motor Sales—Instructional Designer

October 2004—November 2004

Revised instructor-led training and Developed instructor guides for brand training to support the international expansion of the Lexus brand.

Prior Relevant Experience

Earlier years included instructional design and communications work for companies ranging from utilities to computer systems makers, to most of the Asian car makers.

- **Southern California Edison**—Wrote proposals, newsletters, promotional material, and press kits.
- **Hitachi Data Systems**—Designed training on enterprise-level data storage systems.
- **Carlson Marketing Group**—Provided writing and creative direction on projects ranging from proposals, to direct mail, to Ride & Drive tours.
- **Script Werx**—Developed and marketed software for writing screenplays and video scripts. Used by thousands of writers, including the writing staff of Saturday Night Live.
- **Toyota Web Projects**—Developed communications for the launch of the Dealer Daily Business-to-business private network, initial design for the University of Toyota website, and corporate policies for domain names.
- **Multacom**—Developed sales training and product documentation for this tier-one Internet company.
- **Health Links**—Co-founder, taking full responsibility for website design, creative direction, and writing for this database-driven Web portal for healthcare professionals.

Books Published

- *Scriptwriting for High-Impact Videos*. Belmont CA: Wadsworth, 1992, 2008; author.
 - *The Emerging Digital Future*. Philadelphia: Boyd & Fraser, 1996; co-author.
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Education

- Bachelor's degree in broadcast journalism from University of Florida, Gainesville.
- Graduate teaching assistant in media arts, University of South Carolina, Columbia.
- Certifications earned: Captivate development, mobile learning solutions, Kaiser Permanente KP Learn instructor, Visual Basic programming, and agile project management scrum master.