

# Sandra Burns, M.Ed.

Graphic, Web, Instructional Designer, Content Developer, e-Learning Developer, Voiceover, Marketing Communications, Software Trainer  
[www.sandrajburns.wordpress.com](http://www.sandrajburns.wordpress.com) for latest resume, samples, references, etc.

**LANGUAGE:** English  
**CITIZENSHIP:** U.S.A  
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## PROJECTS/CONTRACTS (2014-Current)

### American Express, Global Servicing Learning Network, Phoenix, Az. —Sr. Instructional Designer

June 2018– current (What started as a 3 month project has been extended.)

Started as an Instructional Designer, rebranded ILT and WBT materials with new logos, slogans, themes, templates, colors, fonts. Quickly promoted to Sr. Instructional Designer to handle html5 publishing of all training materials. Certified to work with and load training into Cornerstone LMS.

### PayPal, Professional Services, Knowledge Management, Scottsdale, Az. —Instructional Designer

Oct. 2017– Jan. 2018 (3 month project)

Met with technical SME's. Created elearning in PowerPoint, Adobe Captivate. and Articulate Storyline. Wrote announcement of new trainings posted in Cornerstone LMS. Managed Confluence pages for training and weekly team meetings. Learned WorkRamp for an On-boarding Project.

### JPMorgan Chase Bank, Chase Tower, Phoenix, Az.—Technical Writer

Aug 2017– Sept. 2017 (1 month project)

Converted Dreamweaver website technical manuals to word and/or Robohelp.

### ASU-eCourse Project, Remote—Web Designer/Content Developer

July 2017– Aug 2017 (1 month project)

Created an LMS site [www.learn-u.com](http://www.learn-u.com) where I designed and hosted eCourses for ASU instructors in Education Technology and other authors and educators.

### ASU-eBook Project, Remote—Instructional Designer/Content Developer

June 2017– July 2017 (1 month project)

Tested iBook and InDesign book feature for distributions on Amazon, Kindle, etc.

### ASU, Behavioral Sciences, for State of Arizona's Mercy Healthcare, Remote—Instructional Designer/Content Developer

March 2017–June 2017 (4 month contract)

- Consulted with healthcare professionals to consolidate verbiage for several trainings (FPE/IDDT) in order to be put into two training manuals; one for Participant's Guide and another for a Train-the-Trainer manual.
- Created PowerPoint presentations to correspond with each Participant's Guide and Train-the-Trainer manuals for several trainings. (FPE/IDDT)

Fall/Winter semester (ASU TA, Internship, Graduated Dec 2016 with M.Ed.)

### ASU, OKED Grant Writing Department, Tempe, Az.—Instructional Designer/Content Developer

January 2016-June 2016 (6 month contract)

Created two Adobe Captivate projects; one navigating the OKED website, the other navigating the search tools for grant writing. and [Funding-Tools-red-yellow](#) and [OKED SCIVAL Demo](#).

## SOFTWARE PROFICIENCY

### Adobe Creative Suites:

- Adobe Acrobat 3.0+
- Acrobat Capture 2.0+
- Adobe Illustrator 8.0+
- Adobe InDesign CS+
- Adobe PageMaker 2
- Adobe PhotoShop 4.0+

### Adobe Technical Suites:

- Adobe FrameMaker 5-to current
- Adobe Captivate 5-9.0 (ELT)
- Adobe Connect: LMS/Web
- Adobe Robohelp: for knowledge base
- Adobe Audition (or other: Audacity for sound and voice-over)

### Adobe Web Suites:

- Adobe GoLive 4.0
- Adobe Dreamweaver

### CMS/LMS:

- Adobe Connect
- Blackboard
- Confluence
- SharePoint
- Xyleme (ELT/ILT/MLT)

### Microsoft:

- MS Office 365
- Word
- Excel
- OneNote
- PowerPoint
- Project
- Visio

### Techsmith:

- Articulate Storyline (ELT)
- Snagit

## NAU, Professional Services, Flagstaff, Az. — Sr. Instructional Designer

August 2015-January 2016 (6 month contract)

Worked with a team including a graphic designer, multimedia designer to create instructional materials for HR/staff. Designed a scenario-based training in Adobe Captivate and Audition. Attended NAU's Education Technology Graduate program.

## Leslie Pools, Tempe, Az. — Instructional Designer

December 2014 - May 2015 (6 month contract)

Created job aids for nationwide sales team and other various marketing collateral. Worked under the Vice President of Sales.

## Tyler Technologies, Tempe, Az. — Technical Writer/Content Developer

August 2014– October 2014 (3 month contract)

Tyler Technologies is the largest software company in the nation solely focused on providing integrated software and technology services to the public sector — cities, counties, states and school districts.

- Used Adobe Captivate for computer-based trainings (CBT) or elearning.
- Used Adobe Audition for voice-over to be put into (CBT) or elearning
- Entered and corrected content in Robohelp to create online help systems for various niche products

## WORK EXPERIENCE

### Adobe Systems, Inc., Scottsdale, AZ and San Jose, CA

July 1997 – January 2000

—Applications Engineer, Enterprise Solutions Group, Southwestern U.S.

- Had to learn Adobe products or be an Adobe Certified Expert (ACE) in the latest Adobe products in order to:
  - Present Adobe software at lunch and learns, trade shows and client sites.
  - Provided premium, sometimes onsite, technical support to the enterprise clients (Fortune 500's) which was well above standard tech support.
  - Was a repeat member of the 100% Club, an award achieved when over 100% consistency in sales via my technical support within my territory.

—Marketing Support Representative, Nationwide

- Developed Market Research Plans to find new markets and build-up existing
- Planned marketing activities and events for the Major Accounts Team to assist in increasing sales via customer sites, trade shows, seminars, lunch and learns to demonstrate applications in order to attract new or maintain existing customers.
- Created an intranet site for the Major Accounts Team to communicate successes and target opp

### Xerox, Oakbrook, IL. — Account Executive

Territory of 2500 businesses in Chicagoland and Northwest Indiana. Completed infamous Xerox Sales Training. Sold high end duplication systems. Transferred to Xerox Agency in Az.

### NetworkLand, Chicago Heights, IL. — Director of Marketing

Startup from the ground up, grew 1 dealer to 200 dealers in 20 months. Created all radio and print collateral. Designed trade show booth and sales materials. Booked venues and coordinated travel.

## SKILLS/CERTIFICATES

**eBooks/ePubs:** InDesign CS4 New Features, Ebooks: Distributing and Marketing, Learning SCORM and Tin Can API, iBooks Author Essential Training, Creating Fixed-Layout Ebooks for the Kindle, Creating Ebooks for the Kindle, EPUB: CSS, InDesign: Creating Fixed-Layout EPUBs, Learning InDesign CC 2015: EPUBs, Learning Digital Publishing (2012). Learning iBooks Author 2016, Writing Headlines.

**Google Suite:** Google Docs Essential Training Google sheets, Google slides. Add-ons.

**Graphic Design:** Adobe Creative Suites: Adobe PhotoShop, Adobe Indesign, Adobe Acrobat. Adobe Pagemaker.

**Instructional Design:** Learning Captivate 8, Adobe Captivate 9 First Look, Captivate 9: Quizzes, Adobe Audition Camtasia Studio 8 Essential Training, Audacity. Captivate 8: Publishing for Mobile and the Web, Captivate 8: Advanced Techniques

**Learning/Teaching:** The Neuroscience of Learning, Learning Canvas 2016, Teaching Techniques: Writing Effective Learning Objectives, Learning from Failure. Adobe Certified Expert (ACE)

**Microsoft Office:** Word 2013 Essential Training, Excel 2013 Essential Training, Outlook 2013 Essential Training, Office 365: Outlook Essential Training [2015] Outlook Web App (OWA) 2013 Essential Training, Word: Building Blocks and Macros, Managing Conversions Between Adobe CC and Microsoft Office.

**Project Management:** Project Management Foundations Courses:

## BUSINESS EXPERIENCE

### [Learn-u.com](#), Scottsdale, Az. — UI/UX, Web, Instructional Designer, Content Developer, Server Management

JANUARY 2010 - current (in between contracts)

Created an LMS site where I hosted eCourses for educators and trainers.

### [AdobeTraininginPhoenix.com](#), Chicago, Il and Phoenix, Az. — Adobe Trainer, Consultant, Author, Editor, Graphic Designer, Marketing Communications

JANUARY 2000 - 2010

- Designed website and all marketing, presentation, training materials utilizing Adobe Creative Suites, MS Office, PDF, HTML to specialize in Adobe Training.
- Taught, consulted and sold Adobe software applications to organizations in many markets including corporate, government, education, non-profits and other associations in many sizes from Fortune 1000 down to start-ups.
- 2001 Technical Editor, [How to Use Adobe PhotoShop 6](#) book, by Sams/Macmillan Publishing, sold worldwide.
- 2008 Author of, [PhotoShop CS4 DVD for Learnkey](#), sold worldwide
- Named in the [2010 ComputED Gazettes Winner of EDDIE Awards](#)
- [2011](#), [2012](#), [2015](#) The Best of Computer Software Training
- [2014](#) Awarded Global Who's Who.
- Authorized Adobe Reseller, Adobe Education Reseller, Adobe Press Reseller, Adobe Certified Training Provider to offer a full-service solution.
- Created online training membership site, (later LMS site [www.learn-u.com](#)), making training more affordable to many.
- Taught ADOT via [Maricopa Community Colleges as an Adjunct Faculty member](#).
- Featured in news [article](#) for participation in RU Wired Expo.
- Contracted for work by corporate, government, education and not-for-profit [clients](#). (see partial list above)

### [GlobalOrg.com/GlobalMarketing.com](#), Scottsdale, Az. — Web Developer

(1995-1997, 2000-current in between contracts)

Early stage web development firm. [Article](#) in the Arizona Republic Inc. section. Created a [Gallery of Websites](#).

## EDUCATION

### [Arizona State University](#), Tempe, AZ

2014 – 2016, (2015 NAU)

M.Ed.: Masters of Education Technology, Concentration: Instructional Design  
My [letter of intent](#), which can serve as a cover letter to tell you a little bit about me.

### [Governors State University](#), University Park, IL

1991 – 1995

B.S.: Bachelor of Science, Liberal Arts, Concentration: International Marketing/Business

### [Prairie State College](#), Chicago Heights, IL

A.A.S.: Associate in Applied Science, Concentration: Graphic Design

Agile, Ethics, Integration, Risk, Stakeholders, Procurement, Quality, Communication, Budgets, Change, Teams, Schedules.

#### **Project Management/Mapping Tools:**

Excel, LucidChart, SmartDraw, SmartSheet, Visio, Microsoft Project  
2016 Essential Training, SharePoint Designer 2013: Creating Data-Driven Sites, Managing Projects with SharePoint 2013 .

#### **Sales/Marketing:** Salesforce, Creating

Your Personal Brand, [Xerox Sales Training](#).

#### **Soft Skills:** Myers Briggs Type Indicator

(MBTI), Decision Focus, Creative Focus. Franklin Covey, "What Matters Most", Day Planner

#### **Technical Publishing** FrameMaker,

Robohelp, Acrobat.

LMS: Adobe Captivate Prime Essential Training, Adobe Connect Essential Training.

#### **UX/UD Design:** InDesign for UX Design.

Creating Navigation Menus with jQuery and Dreamweaver, Adobe XD First Look, UX Foundations: Information Architecture, Web Development Foundations: Full-Stack vs Front-End, InDesign for UX Design (2014), Planning a Career in User Experience

#### **Video Editing:** Premiere Pro CC 2015

Essential Training, Edge Animate Essential Training, Screencasting with the Mac. Learning Adobe Presenter 10, Introduction to Screencasting.

#### **Web Design** Wordpress, Joomla,

Dreamweaver, Shortcode, Bootstrap

#### **Writing:** Writing in Plain English.

Writing a Research Paper. The 5 Step Writing Process

