

Sandra J. Burns, M.Ed.

Graphic, Web, Instructional Designer, Content Developer, e-Learning Developer, Voiceover, Marketing Communications, Software Trainer, LMS Administrator.

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PROJECTS/CONTRACTS (2014-Current)

Safe Guard International (SGI), Atlanta, Ga.— Instructional Designer (Remote)

September 1, 2021 – April 8, 2022 contract via Training Pro's

Created/branded training materials developed for the SGI staff of trainers, responsible for training the many partners. SGI services the world's largest brands in the automotive, motorcycle, marine and power sports industries. Materials I created ranged from PowerPoints, Participant Guides, ILT, VLT using recorded audio/video. Also created walk-through of system portals for external dealerships as well as internal admin..

Blue Cross Blue Shield of Arizona, Workforce Development, Phoenix, Az. — Instructional Designer (Remote)

December 21, 2020 – June 21, 2021, (6 month contract) Security cleared.

Used Articulate Storyline 360 for development/ review of WBT's. Revamped 9 IPP Lessons that were originally exported from PowerPoint to Captivate, resulting in screenshots by converting all 9 lessons to editable text elearnings, updating outdated graphics, creating layers to chop up heavy text screens or multiple screens. Created a new master template for future projects, such as Guiding Care Basics, CM, UM. Worked with SME's and team members on various projects such as Guiding Care Basics, Authorizations and IPP.

Charles Schwab, Training and Learning Development, Phoenix, Az. — Instructional Designer

August 19, 2019 – May 29, 2020, (-1 year contract, COVID/Project end) Security cleared.

Word/PowerPoint ILT's, Articulate Storyline and 360 WBT's that assist employees in learning investment basics, investment/sales collection tools. Some projects included: MoneyGuide Pro integrated into Salesforce, CCPA Data Rights, Fundamentals of Trading and Investing, Advisor Services, Charitable, SNAP (Social Media Program) and many more. Peer Reviews, Functional Testing, Followed ADA Accessibility Guidelines. Curated content in MyLXP a learning experience platform. Created Channels, Groups, Journeys, Pathways and SmartCards, Admin panel.

American Express, Global Servicing Learning Network, Phoenix, Az. — Sr. Instructional Designer (Remote)

June 2018 – August 2019 (3 month project I was extended to 18 months.) Security cleared.

I started as an Instructional Designer on a 3 month branding project. Then, I was extended to 6 months and promoted to Sr. Instructional Designer as I worked the fastest of the team. My learning manager hired another 1/2 dozen people that I assisted in leading a team of now a dozen Instructional Designers to rebrand ILT/WBT materials with new logos, slogans, themes, templates, colors and fonts.

I helped the Learning Manager by presenting to the group of ID's how to's, various tips, etc. as they had differing levels of experience and were sometimes doing things differently. In hopes of circumventing any issues we were having or constantly fixing. As all files ran through me to upload to the LMS to be reviewed and tested first, then retested on the LMS but first I had to convert Storyline and

LANGUAGE: English

CITIZENSHIP: U.S.A

Scottsdale, AZ 85254

(Or can work remote)

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SOFTWARE PROFICIENCY

Adobe Creative Suites:

- Adobe Acrobat 3.0+ to current
- Acrobat Capture 2.0+ to current
- Adobe Illustrator 8.0+ to current
- Adobe InDesign CS+ to current (replaced Adobe PageMaker 2.0-7.0)
- Adobe PhotoShop 4.0+ to current

Adobe Technical Suites:

- Adobe FrameMaker 5+ to current
- Adobe Captivate 5+ to current (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
- Sitemill, Pagemill.

Articulate

- Articulate Storyline, 360 (ELT)

CMS/LMS/XLP:

- Adobe Connect
- Adobe Captivate Prime
- Blackboard
- Confluence
- Cornerstone
- MyLXP
- SharePoint
- Xyleme (ELT/ILT/MLT)

Financial Planning:

- MoneyGuide Pro

Microsoft:

- MS Office 365: Word, Excel, PowerPoint, Access
- OneNote
- Project
- Visio
- Teams
- Skype

Adobe Captive WBTs to html5 publishing then uploaded to the LMS. I was certified as the Business Unit Learning Manager on Cornerstone LMS which was their LMS they called Navigator Stage.

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

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

Met with technical SMEs. Created elearning in PowerPoint, Adobe Captivate and Articulate Storyline. I made announcements of new training courses posted in Cornerstone LMS. Managed Confluence pages for training and weekly team meetings. I learned WorkRamp for an On-boarding Project which was being used by Global Learning which eventually took over our team.

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

Aug 2017 – Sept. 2017 (1 month project) Security cleared.

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 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 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 training sessions. (FPE/IDDT)

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

ASU, OKED Grant Writing Department, Tempe, Az.

— Instructional Designer/Content Developer

January 2016 – June 2016 (6 month internship)

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](#).

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. — Graphic/Instructional Designer

December 2014 – May 2015 (6 month contract)

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

Salesforce:

- Lightning
- Service Desktop

Techsmith:

- Camtasia
- Snagit

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 Acrobat
- Adobe Illustrator
- Adobe Indesign
- Adobe PhotoShop
- Adobe Pagemaker

Instructional Design:

- Learning Adobe 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)

Tyler Technologies, Tempe, Az. — Technical Writer/Instructional Designer

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 training (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.

EDUCATION

Stanford University, Stanford, CA

2020

Center for Professional Development, Stanford Engineering Everywhere (SEE) Courses

[Innovation Scholar](#) selected for the [ASU+GSV Summit](#)

[EDSON Foundation Scholar, Arizona State University](#), selected for review of [Learn-U.com](#)

Attended ASU Innovation Week+Quarter 2020

A fully immersive, universal learning event for members of the ASU community. The innovation journey – soup to nuts, idea to market. Develop a plan to stay agile and pivot when necessary. Picked up new tools and resources to help navigate roadblocks and avoid costly deadends or detours. Embraced failure and used it to my advantage. Most importantly, learned from those who have been there.

Immersed in fun, intriguing topics and creative projects that explored new ideas, built connections and developed valuable professional development skills. Sessions ranged from academic themes to professional and career development, or lighter, more social themes.

Arizona State University, Tempe, AZ

Jan 12, 2015 - Dec 12, 2016

M.Ed.: Masters of Education Technology, Concentration: Instructional Design

My letter_of intent, which can also serve as a [cover letter](#).

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

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 like myself.

LMS:

- Adobe Captivate Prime Essential Training
- Adobe Connect Essential Training

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:

- 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

[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, contracted, consulted and sold Adobe software applications to organizations in many markets including corporate, government, education, not-for-profit and other associations in many sizes from Fortune 1000 down to start-ups, [client list](#) and their [testimonials](#).
- Published work: 2001 Technical Editor, [How to Use Adobe Photoshop 6 book](#), by Sams/Macmillan Publishing, sold worldwide.
- Published work: 2008 Author of, [PhotoShop CS4 DVD for Learnkey](#), sold worldwide
- **Awards:** Named in the [2010 ComputED Gazettes Winner of EDDIE Awards](#)
- **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 created 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 a news article for participation in [RU Wired Expo](#).

[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](#), be sure to scroll down to some examples.

WORK EXPERIENCE

Adobe Systems, Inc., Scottsdale, AZ and San Jose, CA
July 1997 – January 2000

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

Learned Adobe products or was Adobe Certified Expert (ACE) on products in order to:

Present Adobe software at lunch and learn, 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 learn sessions 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 opportunities.

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, brochures, price lists, sales materials. Booked venues and coordinated travel.

Soft Skills:

- Creative Focus
- Decision Focus
- DiSC Training
- Franklin Covey, "What Matters"
- Myers Briggs Type Indicator (MBTI)
- Most", Day Planner

Technical Publishing:

- FrameMaker
- Robohelp
- Acrobat

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