

Sandra J. Burns, M.Ed.

Graphic, Web, Instructional Designer, Content Developer, e-Learning Developer, Voiceover, Marketing Communications, Software Trainer, LMS Administrator. sandrajburns.com for latest [bio](#), [cover letter](#), [certificates](#), [portfolio](#), [video](#), [references](#), [skills](#) or [Behance personal resume](#), [Behance Adobe Training](#), [LinkedIn](#), Citizenship: U.S.A, Language: English

PROJECTS/CONTRACTS (2014-Current)

ADP, Global Shared Services, Learning, Atlanta, Ga. — Instructional Designer (Remote)

April – current (Short-term contract)

Short-term elearning project converting a Facilitator Guide into Articulate Rise, recording video steps in Articulate Storyline, shared to Review 360. Received certificates in Lifion Organizational Structure and Lifion Product Architecture to learn more about the Lifion Project.

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

September 2021 – April 2022 (6+ month contract)

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 2020 – June 2021 (6 month contract)

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PowerPoint to Captivate, resulting in screenshots by converting all 9 lessons to editable text elearnings, updating outdated graphics, creating layers to chop up heavy text screens or multiple screens.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 2019 – May 2020 (-1 year contract, COVID/Project end)

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, extended to 18 months.)

3 mo. branding project, extended to 18 mo., promoted to Sr. ID assisting learning manager to train/assist 1/2 dozen ID's to rebrand ILT/WBT materials w/new logos, slogans, themes, templates, colors, fonts. I shared tips & tricks to different levels of ID's in hopes of circumventing issues. I converted all Storyline, Adobe Captivate WBTs to html5, exported SCORM, uploaded to LMS, reviewed, tested, retested prior to and on LMS converting to html5. Cornerstone Business Unit Learning Mgr. certified which they called Navigator Stage.

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

October 2017 – January 2018 (3 month project)

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, Rise, Review 360 (ELT)

CMS/LMS/XLP:

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

Financial Planning:

- MoneyGuide Pro

Microsoft:

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

Met SMEs to create elearning in PowerPoint, Adobe Captivate and Articulate Storyline. Announced new training courses in Cornerstone LMS. Managed Confluence pages for training, weekly team meetings. Used WorkRamp for On-boarding under Global Learning.

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

August 2017 – September 2017 (1 month project)

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

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

July 2017– August 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 eBook 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 Dept., Tempe, Az. — Instructional Designer/Content Developer

January 2016 – June 2016 (6 month internship)

Created Adobe Captivate projects; one navigating the OKED website, the other navigating the search tools for grant writing: [Funding-Tools](#) and [OKED SCIVAL Dem](#)

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, reporting to the Vice President of Sales, a former Adobe Training student of mine.

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

August 2014 – October 2014 (3 month contract)

Tyler Technologies largest software company focused on providing integrated software and technology services to the public sector; cities, counties, states and school districts. There I used Adobe Captivate for computer-based training (CBT) or elearning. Adobe Audition for voice-over. Robohelp to create online help systems for various niche products.

Salesforce:

- Lightning
- Service Desktop

Techsmith:

- Camtasia
- Snagit
- WalkMe

SKILLS/CERTIFICATES

eBooks/ePubs:

- InDesign CS4 New Features
- Ebooks: Distributing and Marketing
- Learning SCORM and Tin Can API
- eBooks 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 eBooks 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)

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.

[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 and/or became Adobe Certified Expert (ACE).
- Presented 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 (Tier 2-3) standard tech support (Tier 1).
- Was a repeat member of the 100% Club, an award achieved when over 100% consistency in sales via my technical support within my territory.

LMS:

- Adobe Captivate Prime Essential Training
- Adobe Connect Essential Training
- Cornerstone (Business Unit Learning Manager Certified)

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

—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.
- Which assisted in increasing sales via customer sites, trade shows, seminars, lunch-and-learn sessions. In order to demonstrate applications to attract new or maintain existing customers.
- Created an intranet site for the Major Accounts Team communicating 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, booking venues and coordinating travel.

EDUCATION

Stanford University, Stanford, CA

2020

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

ASU Innovation Week+Quarter 2020

A fully immersive, universal learning event and innovation journey – 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, I 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.

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

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

Arizona State University, Tempe, AZ

January 2015 - December 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

William Rainey Harper College, Palatine, IL

A.A.S.: Associate in Applied Science, Concentration: Merchandising

Cert.: Industrial Sales Management and Development

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