

# Douglas Bednarczyk

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## Skills Summary

Dynamic Instructional Designer/Developer with 14 years of experience in regulated and non-regulated environments designing creative learning solutions that impact business results. Areas of expertise include:

Instructional Design	Content Development	Needs Analysis/Evaluation
LMS Administration	Project Management	Strategic Planning
Video Filming & Production	Gamification	Mobile Development

## Experience

### Learning Architect Contractor

*NFI Inc. July 2021 –Present*

- Work with SMEs to design and develop warehouse systems training to reduce the need for in-person training at new client sites
- Coach and mentor college interns in communications and multimedia topics
- Develop marketing videos using Vyond to advertise upcoming training sessions
- Administer Cornerstone LMS and assist in the transition/migration to UKG Learning

### Master Digital Manifestor

*Manifest Media Works LLC. Jan 2019 –July 2021*

- Mentored and trained clients via Zoom on website maintenance
- Designed eLearning and Quick Reference Guides to supplement mentoring sessions
- Created marketing and branding plans for clients
- Built dynamic websites for diverse clientele using HTML5, CSS, JavaScript, and WordPress
- Integrated payment gateways for subscription services and manage enrollments
- Envisioned and animated YouTube video introductions and created Facebook banner graphics

### Instructional Media Producer

*Ricoh USA INC. Sept 2016 –Sept 2018*

- Acted as videographer for Strategic Communications and Sales Force Development teams
- Conceptualized, filmed, and produced 3 livestreaming events and over 15 leadership videos
- Awarded Ricoh's Innovation Award for my collaborative efforts with the Strategic Communications team
- Created animated commercials and videos to support communication and training efforts
- Collaborated with SMEs and instructional design colleagues to develop highly interactive, scenario-based eLearning
- Delivered a 4-session virtual instructor-led training to training colleagues covering the fundamentals of adult learning, multimedia design principles, and advanced eLearning techniques

### Trainer III – Content Development Lead

*American Water May 2014 – Sept 2016*

- Acted as Project Manager for Leadership Curriculum including RFP process, analysis, review, and delivery of final product to over 200 frontline leaders
- Provided technical consultation in the implementation of SuccessFactors LMS and AmazonWeb Services including thought leadership, defining governance, testing, and piloting the system
- Led a data management awareness campaign and training initiative delivered to data stewards, managers, and directors throughout the enterprise to increase the validity of SAP reporting
- Developed instructor-led training materials, video, eLearning, quick reference guides, and graphic materials for use in various training and communication projects
- Served as interim manager for the business-critical training team which included allocating resources to projects and coaching employees

- Conceptualized a peer review initiative utilizing gamification techniques including the creation of an empathy-based storyline, a leaderboard to initiate competition, and a supplemental trivia game

## **Trainer II**

*American Water Aug 2011 – May 2014*

- Built a mobile learning app for iPhone using PhoneGap and jQueryMobile
- Consulted with and provided creative consultation to various executive leadership team members
- Designed graphical content and developed online solutions for technical training
- Administered the company intranet and Learning Management System
- Filmed, edited, and produced videos and animations for company communications
- Created content and managed administration of department digital signage televisions

## **Instructional Technologist**

*ePharmaSolutions Aug 2010 – Aug 2011*

- Created dynamic e-Learning modules and quizzes in SCORM 1.2 format
- Edited and produced videos for integration into e-Learning modules
- Developed systems training for company's product line

## **Media Specialist**

*MedConference Jun 2006 – Aug 2010*

- Recorded, edited, and produced audio and video for OnDemand presentations
- Authored and maintained training documents
- Provided ongoing training to coworkers for custom projects
- Led the design/production of company demo

## **Continuing Education**

### **Webucator 2014**

iOS 8 Application Development for iPhone and iPad Using Swift

### **Association for Talent Development 2013**

ATD Mobile Learning Certificate

### **Learning Tree International 2013**

Designing Websites for Mobile Devices: Hands-On

### **Webucator 2012**

Introduction to HTML5

Developing Mobile Websites

## **Education**

### **Bloomsburg University 2011-2012**

Master of Science: Instructional Technology

### **University of the Arts 2001-2005**

Bachelor of Fine Arts: Multimedia

## **Software**

Microsoft Office & SharePoint	Adobe Dreamweaver	Articulate Rise 360
Adobe Animate	Camtasia Studio	Sony SoundForge
Adobe Illustrator	Lectora Inspire	Swift
Adobe Photoshop	Adobe Captivate	SuccessFactors LMS
Adobe After Effects	Articulate Presenter	SAP LSO
Adobe Premiere	Articulate Storyline 360	Final Cut Pro