

# Douglas Bednarczyk

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## Skills Summary

Dynamic Instructional Designer/Developer with 18 years of experience in regulated and non-regulated environments designing creative learning solutions that increase employee skillsets, employee retention, growth, safety, with a proven ROI. Areas of expertise include:

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

## Experience

### Senior Manager of Instructional Design & Technology

*NFI Inc. July 2023 –Present*

- Lead technical learning architects and instructional designers to create facilitator PowerPoints, interactive online courses, videos, quick reference guides, work instructions, micro-learning, and learning events
- Communicate and collaborate with cross-functional teams
- Manage the day-to-day work of direct reports
- Complete formal performance reviews for staff and other HR administrative tasks as needed
- Assess and develop short and long-term planning strategies for optimizing learning technology by working with other business units to support business objectives
- Design, develop, and deliver comprehensive training strategy, programs, and curriculum, using the appropriate training methodology to meet training initiatives and enhance productivity for the business
- Analyze, evaluate, design, develop, integrate, debug, and test real-time AR and VR applications for advanced training prototypes and user experiences
- Provide LMS thought partnership for DSIT Learning Team in relation to the enterprise LMS
- Consult with leaders and subject matter experts to support the strategic development of distribution training processes and programs, and customize solutions for a variety of warehouse roles
- Conduct Level 3 and Level 4 evaluations based on the Kirkpatrick evaluation model
- Mentor direct reports and facilitate knowledge transfer of instructional design and development skills
- Research, evaluate, and recommend innovative training software and tools focused on enhancing efficiency, speed, accuracy, and collaboration

### Senior Technical Learning Architect

*NFI Inc. May 2022 –July 2023*

- Collaborate with the leadership team and business subject matter experts to design engaging learning that enhances business performance.
- Manage all functions of eLearning design, including storyboarding, scripting, assessment, and multi-media inclusion.
- Act as the strategic lead on managing all instructional technologies including the learning management system, course authoring tools, and other instructional technologies
- Serve as a mentor and a knowledge resource to less experienced designers
- Apply tools to measure learning solution effectiveness and its impact on performance
- Lead and participate in process improvements and project teams
- Serve as subject matter expert for learning technology initiatives, such as eLearning modules, A/R V/R modules

### **Learning Architect Contractor**

*NFI Inc. July 2021 – May 2022*

- Worked with SMEs to design and develop warehouse systems training to reduce the need for in-person training at new client sites
- Coached and mentored college interns in communications and multimedia topics
- Developed marketing videos using Vyond to advertise upcoming training sessions
- Administered Cornerstone LMS and assisted with 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 Amazon Web 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*

- 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

### Circuit Stream December 2022

C# Scripting Fundamentals in Unity Course

### NYU Tandon School of Engineering November 2022

Professional Certificate in AR/VR Development and 3D graphics

### 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 Animate

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe Premiere

Vyond

Adobe Dreamweaver

Camtasia Studio

Lectora Inspire

Adobe Captivate

Articulate Presenter

Articulate Storyline 360

Unity

Articulate Rise 360

Sony SoundForge

SuccessFactors LMS

SAP LSO

UKG Learning

Final Cut Pro

Adobe Aero