

ELLEN BRODSKY, PMP  
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## **INSTRUCTIONAL DESIGNER / eLEARNING SPECIALIST**

Award-winning Instructional Designer and eLearning specialist skilled at collaborating with others to develop and produce effective, motivating learning experiences.

### **CAREER HISTORY AND HIGHLIGHTS**

#### **SR. INSTRUCTIONAL DESIGNER – H-E-B Grocery, San Antonio, TX. (June 2009-present)**

Design a variety of blended and eLearning-only courses for employees using Articulate and Captivate. Perform performance and task analysis, design storyboards, create assessments and job aids.

- Spearheaded use of scenario-based, highly interactive, visual approach to learning with frequent short practice opportunities and integrated system simulations.
- Created and delivered a full day workshop to train H-E-B Instructional Designers how to use Articulate rapid eLearning development software. Also gave the workshop twice for ASTD (American Society for Training and Development), Austin.

#### **INSTRUCTIONAL DESIGN CONSULTANT – Telemark Productions (Feb. 2007 – June 2009, when not employed full time)**

- Designed a highly interactive 4-level Lectora course about Emergency Response for a Fortune 500 client.
- Developed a new version of client's Security Awareness course using Articulate Presenter, Engage, and Quizmaker.
  - Added new performance-based features to improve results and enhance learner buy-in
- Learned vocabulary and requirements for a medical ultrasound manufacturing process in just a few weeks and wrote 50+ accurate job aids for the new hire training program at the plant. Conducted several pilots of the new materials.
- Performed job performance profiling, performance analysis, and task analysis and then wrote job aids, objectives, and assessments for customer service representatives at a major energy company call center.
- Consultant on four tutorials for online multi-player game. Helped with instructional design, writing and editing, music sound track editing and development, and QA. Led interaction design on CD-ROM to help health care providers prevent lawsuits.

#### **INSTRUCTIONAL DESIGNER – IASA, Austin, TX (Mar 2008 – Jan 2009)**

Developed eLearning courses for IT architects. Established processes and standards for the IASA Online Training program.

- Learned Articulate software suite (Presenter, Engage, and Quizmaker) and produced a 60-slide eLearning module in the first 2 wks on the job, including instruction, interactions, practice, and quizzes. Managed 6 authors simultaneously and helped them to develop their materials while also doing production on their courses, including audio, graphics, animation, Camtasia, 2D simulations, PowerPoint, Articulate, and Learning Management System integration.

### **DIRECTOR, eLEARNING - Harcourt Achieve, Austin, TX (2005-2007)**

Supervised the development of educational software for teachers and students including Internet, CD-ROM, and handheld products. Worked closely with SMEs and Editors to define products. Managed department budget over \$2.5 million.

- Introduced and established user-centered design and informal usability testing process. **Award:** First product using the process (Rigby ELL Assessment Kit Data Management Tool) won the 2007 CODIE Award for Best Course/Classroom Management System.
- Mentored Producers to help them improve estimating, budgeting, and scheduling skills.

### **INTERACTION DESIGNER (CONTRACT) - LeapFrog Enterprises, Emeryville, CA (2003 - 2005)**

Produced and designed educational interactive books, primarily for adults. Developed curriculum. Developed and administered user tests.

- *Sed de Saber*: Lead interaction designer, co-curriculum developer, and co-author for 6-book interactive series funded by Coca Cola to help illiterate and low-literacy Hispanic food service workers gain English competency. **Award:** Best Technology Innovation in 2004 (California Restaurant Association)
- *Afghan Women's Health Book*, funded by US Dept. of Health and Human Services. Lead interaction designer and co-author. Worked with Afghan woman doctor and design team to create culturally sensitive, informative interactive book for illiterate women in Afghanistan.

### **SENIOR PRODUCER - LeapFrog Enterprises, Emeryville, CA (2001-2003)**

Key player in developing user-centered interaction design for the LeapPad Plus Writing platform. Supervised teams that created two innovative interactive books for the Quantum Pad platform. Managed eight Producers and Associate Producers.

*LeapPad Plus Writing:*

- **Awards:** Oppenheim Toy Portfolio, Gold Seal 2003, 2004 and Snap Award, 2003, Toy Wishes All Star, Education & Learning Category 2003, Toy Wishes Hot Dozen Award 2003, iParenting Media Award, 2003, Great American Toy Test/KTVU award, 2003.

*Quantum Pad Interactive Books (4th Gr. Science and 3rd Gr. Math):*

- Turned around two floundering projects and delivered on time. Portions of both achieved "Best of LeapFrog" status, were presented companywide, and saved in archive for future use.

### **SENIOR PRODUCER, E-COMMERCE - The Learning Company, Novato, CA (2000 - 2001)**

Led cross-functional teams to design and produce major strategic projects for 20 Learning Company Web sites. Managed 4 Producers. Created and supervised all departmental user tests. Enhanced universal electronic registration for Web sites and CD-ROM products.

- Redesigned technical support Web site interface, growing web support from 14 to 65% of all technical support.
- Added Bargain Buys section for additional \$250K in first year Web sales.
- Developed first in-house user testing program for E-commerce division.

### **CD-ROM PRODUCER, REFERENCE - The Learning Company, Fremont, CA (1996 - 2000)**

Worked with marketing to develop product parameters and feature sets. Developed and maintained relationships with clients such as DC Comics (MAD Magazine). Identified vendors and negotiated contracts. Wrote project specifications. Created and tracked schedules and budgets to \$750K. Led multi-disciplinary teams of up to 20 people. Spearheaded interface design efforts. Developed and implemented user tests and beta test programs. Managed project media and media databases, including art, animation, and sound.

*Totally MAD (tm) - an interactive archive of all the MAD Magazines from 1952 to 1998.*

- **Awards:** Gold Medal, Invision New Media Competition 2000; Gold Medal, Cindy Awards 2000; Winner, Best Interface Design and Best Entertainment CD-ROM, North Bay Multimedia Association New Media Contest, 2000.

*Compton's Encyclopedia 2000 - a major interactive encyclopedia for families.*

*Three International Encyclopedias: Oxford Interactive Encyclopedia (British general encyclopedia), Le Médical (French medical encyclopedia), Infopedia 3.0 (German 10-book reference product.)*

- Established inexpensive video-conferencing and communication protocols for distributed multi-cultural teams

### **CO-FOUNDER, PRODUCER - Telemark Productions, Austin, TX (1994-present)**

Co-created, directed, and edited *Telemark's Guide to Dogs* CD-ROM v.1.0 and 2.0. Established contacts with 75+ reviewers, writers, and media sources. Wrote 50 articles and 168 breed profiles. Oversaw media production and post production. Developed and managed media content database. Designed browser-based interface. Set up and maintained web site, including small online store.

*Telemark's Guide to Dogs CD-ROM:*

- **Award:** 1997 National Educational Media Network Silver Apple Award.
- Negotiated contract with Learning Company, with 45K+ copies sold.
- Negotiated contract with the IAMS Company for the Web version.

## **TECHNOLOGY**

**Platforms:** Fluent on Macintosh and Windows platforms. Moodle Learning Management System.

**Management Tools:** MS Office, MS Project, Visio, Dreamweaver and others. **Media Tools:** Articulate Presenter, Quizmaker, and Engage, Adobe Captivate, Adobe Photoshop, hands-on experience w/ Lectora, Camtasia, Flash, Illustrator, Premiere, and ProTools. Experienced with professional recording and sound editing software and equipment. **Programming/Coding:** Strong HTML. Basic Cascading Style Sheets.

## **PROFESSIONAL AFFILIATIONS**

Member, San Antonio ASTD

Member, eLearning Guild

## **EDUCATION**

Lectora Training, Intermediate and Extreme—Trivantis Corporation, March 2009

Essentials of Adobe Captivate—Adobe Certified Training, January 2009

Certified Project Manager (PMP)—Project Management Institute (PMI), February 2008

Certified Instructional Designer—Center for Effective Performance, September 2007

Stanford University - Doctor of Musical Arts

Cal State University, Chico - Master of Arts (Music)

Stanford University - Bachelor of Arts (Music)

For work samples, please see: <http://www.telemarkprod.com/elearning>

*Excellent references on request.*