

KC BLAKE

Senior Instructional Designer / e-Learning Developer / Multimedia Designer

with over 15 years experience creating engaging and dynamic trainings
for corporate and government clients.

Interested in full-time or contract employment.

PERSONAL

I'm a lifelong learner who loves facing new challenges and developing new skills. I'm always trying to master new software, expand my capabilities, and perfect my craft. Whether it's reading a book on UI design or taking a course on Lynda.com, much of my free time is spent learning. I love working as part of a team and find that collaboration with other professionals leads to more creativity and a better product. I have led large teams and enjoy project management, but I'm also perfectly happy working on smaller projects and as a solo instructional designer.

SKILLS

Instructional Design / e-Learning Development

Over 12 years experience creating engaging and dynamic training products and media for government and corporate clients including:

- U.S. Army
- Consumer Financial Protection Bureau (CFPB)
- Veterans Administration (VA)
- Armed Forces Services Corporation (AFSC)
- BP
- Cisco
- Alcatel-Lucent
- Fox Entertainment
- Disney
- Warner Bros.
- Paramount Entertainment
- I on I Academic Tutors
- Successful in managing large-scale instructional design projects for military, government and Fortune 100 companies
- Excellent project management skills including human resource management, timeline creation, resource allocation, budgeting, and reporting. Because I understand all the developmental processes on a micro level, I am able to effectively manage large and diverse teams and ensure that resources are being allocated as efficiently as possible.
- Adept at quickly synthesizing information from Subject Matter Experts (SMEs) to create learning objectives and project outlines
- Technical writing and editing that is comprehensible and concise
- Adhere to the ADDIE model of instructional Design to ensure a rigorous development process and an end product that results in measurable ROI
- Utilize rapid prototyping, storyboarding, flowcharts, and wireframes methods to quickly take a project from concept through testing
- Expert in LMS selection, server setup, curriculum deployment, user management, reporting compliance, and system troubleshooting
- Extensive knowledge of adult learning theories and principles. Up to date on current research regarding cognition and memory retention and able to use these principles in the creation of participatory, user-driven learning experiences.
- Experience developing curriculum for the following types of learning products:
 - Instructor led / classroom
 - Online
 - Computer Based Training (CBT)
 - Web-based Training (WBT)
 - e-Learning
 - Mobile
 - Apps
 - Blended learning
 - Games / Gamification
- Consulting experience with Fortune 100 companies to create training programs that lead to performance improvement with measureable ROIs
- Deep understanding of SCORM standards, SCORM compliance, and developing e-learning curriculum that will work seamlessly across SCORM compatible systems. Adept at troubleshooting SCORM issues.
- Expert at Section 508 compliance and user accessibility for audio, video, and web products. Able to develop creative and technical solutions to achieve Section 508 compliance.
- Job aid creation – manuals, DVDs, brochures

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- Understand the requirements and challenges of development for mobile learning platforms

Multimedia Design / Graphic Design / Web Development / 3D Modeling and Animation

15 years experience in multimedia design, graphic design, web-development and animation for government and corporate clients including:

- U.S. Army
- Armed Forces Services Corporation
- BP
- Showtime
- Disney Television Networks
- ESPN
- ABC Family
- American Express
- Franklin Covey
- Novell
- Renren Inc.
- Expert in producing large-scale (as well as small-scale) instructional video projects, motion graphics, PSAs, advertisements, promotional / marketing videos, etc. See demo at www.kcblake.com/videodemo
- Ideation, screenwriting, storyboarding, etc.
- In-depth understanding of the video production process including videography, lighting, production audio, video editing, grading / color correction, transcoding, 508 compliance and delivery to multiple formats including DVD, Blu-Ray, web, and mobile. I can perform any of these skills myself at a professional level, but I love working with skilled masters of their craft as part of a creative team.
- Motion graphics, green screen compositing, whiteboard animations, interactive videos
- Adobe Creative Suite expert (Photoshop, Illustrator, After Effects, etc.)
- Professional voiceover acting, recording, and editing
- Experience managing web and mobile app development teams for training and gaming products
- Have built dozens of websites including registering domains, setting up hosting, developing in Wordpress, Joomla, and Drupal, and incorporating e-commerce solutions
- Passion for User Interface design with an emphasis on usability
- Adept at developing wireframes, flow-charts, and requirements documents for back-end developers
- Basic coding and troubleshooting skills in several programming languages including HTML5, CSS, JavaScript, ActionScript, PHP and others. I am not an expert programmer, but I can read most languages, fix minor problems and I'm friends with rock star programmers that I call on when a problem is more complex than I can handle.

SOFTWARE SKILLS - I have all my own computers and software for the skills described below

e-Learning Development Software

- | | | |
|---|---------------------|-----------------|
| • Articulate Storyline | • Adobe Captivate | • Adobe Connect |
| • Articulate Studio | • Camtasia | • GoToMeeting |
| • WebEx | • Acrobat Pro | • Basecamp |
| • Office (Powerpoint, Excel, Word, Outlook, etc.) | • Visio Pro | |
| | • Microsoft Project | |

LMS Platforms

- | | | |
|--------------|-------------|--|
| • Moodle | • Saba | • Navy Knowledge Online (NKO) |
| • Lectora | • SkillSoft | • Army Learning Management System (ALMS) |
| • Blackboard | • sumtotal | |

Multimedia / Graphic Design

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|---------------|-----------------|---|
| • Photoshop | • After Effects | • VideoScribe – Whiteboard animation software |
| • Illustrator | • Lightroom | |
| • InDesign | • Aperture | |

3D and Game Development

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|-----------|------------|---------|
| • Blender | • 3ds Max | • Unity |
| • Maya | • SketchUp | |

Video Editing

- Premiere
- Final Cut Pro X

Audio Editing

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- Adobe Audition
 - Avid Pro Tools
 - Apple Logic

Web Development, Mobile Development & UI / UX

-
- HTML 5
 - Dreamweaver
 - CSS
 - JavaScript
 - ActionScript
 - PHP
 - JQuery
 - MySQL
 - Flash
 - Muse
 - Edge Animate
 - Edge Code
 - Edge Inspect
 - Edge Reflow
 - Wordpress
 - Drupal
 - Joomla
 - ZenCart
 - WooCommerce
 - osCommerce
 - SEO
 - Phone gap

SELECTED EXPERIENCE

Consumer Financial Protection Bureau

Instructional Designer / e-Learning Developer

June 2014-present

Provided instructional design and e-learning development services on CFPB's new program to staff 70 financial coaches at sites nationwide serving transitioning veterans and economically vulnerable consumers. Services include:

- Collected and analyzed content from client-identified subject matter experts (SMEs) and organizations
- Coordinated with SME team to perform Training Needs Analysis and develop learning objectives for financial coaching training program
- Developed comprehensive Training Plan and Professional Development Plan tied to client's learning objectives
- Designed, storyboarded, developed, tested, and published SCORM-compliant e-learning modules on information security, human resource policies, and finance-related ethics
- Uploaded published SCORM modules to LMS, managed user database, and pulled LMS reports
- Wrote student guides and facilitator guide, job aids, visual presentation materials for 5-day training, incorporating a 75/25 ratio of experiential learning to direct instruction
- Assisted in facilitation and execution of 5-day core training session
- Developed student assessments and program evaluation surveys

US Army - SHARP Unit Refresher Training

Multimedia Producer / Senior Instructional Designer

March 2012 – December 2013

- US Army G-1, Sexual Harassment / Assault Response and Prevention (SHARP) Office - Awarded sub-contract to develop interactive instructional videos for annual sexual assault prevention training viewed by more than 2 million Soldiers and Army civilian employees
- Conducted extensive research on spectrum of sexual violence and bystander intervention techniques
- Managed research, writing, production and post-production process
- Worked with nationally-recognized SMEs to recommend learning objectives, cinematic approach, and storylines
- Supervised screenwriters in development of scripts incorporating learning points for three separate videos:
 - Soldier Training Video: Basic training for entire Army community in SH/SA prevention, centered around a fictional SA and its impact on individual and unit mission readiness
 - Leader Training Video: Storyline about a senior leader mentoring a subordinate about effective ways to implement and enforce Army policies for SH/SA prevention and response
 - Orientation Video: Training for Soldiers who have transferred to a new unit, with a dramatic narrative about a female Soldier who reports SH with encouragement from a leader
- Shepherded scripts through multiple rounds of client feedback and legal approval
- Led casting, scouted locations, and hired production crews for two-week shoot
- Co-directed to ensure production team and cast conveyed key SHARP messaging and instructional intent
- Developed motion graphics, supervised teams adding visual effects, music, final sound mix, color grading
- Tested and ensured Section 508 compliance

- Wrote Facilitator Guide to accompany videos for Unit Refresher Training, including questions, activities, and discussion prompts to support Army instructors in leading effective trainings using the videos
- Delivered various file formats for DVD, web delivery, and deployment on Army Learning Management System (ALMS)

**Armed Forces Services Corporation
Section 508 Compliance Consultant**

September 2013 - March 2014

- Selected by AFSC to bring the entire US Army SHARP video library (52 separate PSA and instructional videos) into compliance with Section 508 standards
- Provided transcriptions, closed captioning, audio descriptions, and transcoding to various delivery formats including YouTube, Windows Media Player, and Flash.
- Provided ongoing technical consultation on deployment of 508-compliant video products via the SHARP Program website, ALMS, and associated YouTube channels

**US Army - Motion Graphics
Multimedia Designer / Producer**

Sept 2013 - Dec 2014

- Awarded contract to develop three video public service announcements (PSAs) for Army-wide distribution
- Taking key SHARP strategic communications messages as a foundation, storyboarded motion graphics animations in accordance with SHARP branding guidelines
- Animated in After Effects
- Delivered in a variety of formats

**1 on 1 Academic Tutors
e-Learning Developer**

July 2011 - Dec 2011

Acted as e-learning developer for tutoring company providing private, in-home tutoring to 15,000+ underprivileged K-12 students in Los Angeles and New York.

- Worked with instructional designers to develop 6-hour series of online trainings for tutors
- Helped ISDs understand capabilities of course authoring software to maximize user engagement, design assessment tools to meet government standards, ensure SCORM compliance, and verify user completion on the LMS
- Used Camtasia to capture screen recordings to demonstrate the use of company web tools for time keeping, accessing lesson plans, and entering student progress reports and test scores
- Set up Moodle LMS on hosted servers; led troubleshooting of server issues
- Managed tutor database, course enrollment, course completion, and reporting
- This system trained 3,500 users within two months

**Caregiver Village
Multimedia Producer**

February 2011 – January 2012

Worked as part of a creative team to develop immersive online 3D gaming environment, virtual community and training courses for in-home caregivers assisting loved ones with dementia and Alzheimer's.

- Consulted subject matter experts regarding the challenges of being a family member caring for a loved-one
- Conducted audience analysis into caregiver demographics and their media habits
- Based on analysis findings, engineered a social learning environment to help caregivers connect online to combat compassion fatigue, share coping strategies and learn principles of self care. This social community is set in an interactive storyline where users solve a mystery by completing casual games
- Worked with artists and game developers to build virtual environment, casual games, storyline, and social components
- An early promotional video can be seen here: <https://www.youtube.com/watch?v=HzLpUy5RUrU>

Entertainment Technology Center @ University of Southern California (ETC@USC)

Founded by George Lucas and funded by the major Hollywood Studios and consumer electronics (CE) companies, the ETC@USC's mission is to help the entertainment industry understand the impact of emerging technologies on current and future business models and creative processes.

Director of the Anytime Anywhere Content Lab (AACL)

May 2007 – February 2011

As Director of the Anytime Anywhere Content Lab at the ETC@USC, I was tasked with educating senior entertainment executives from the major Hollywood Studios about the impact of next generation digital distribution technologies and social media on traditional entertainment delivery models.

- Engaged CE manufacturers, Chief Technology Officers from the major Hollywood Studios and other industry subject matter experts to develop core curriculum
- **General AACL Course:** Two-hour instructor-led course for studio executives about changing content delivery technologies, including experiential learning with a hands-on guided tour of the Lab. Worked with industry experts from studios, CE manufacturers, and Silicon Valley venture capital to develop and maintain the curriculum in a rapidly evolving marketplace
- **Fox Entertainment Executive Course:** Developed custom 4-hour instructor-led course to educate over 300 Fox Entertainment executives on the impact of over-the-top content delivery services on cable operations.
- **Weekly Digital Feedback Series:** Conceived, wrote, produced, and managed distribution of this weekly mini-course including a round-up of entertainment technology news, video interviews with focus groups, and expert commentary. Weekly readership/viewership averaged 600+ senior-level Hollywood executives
- **Warner Bros. University:** Developed online technology courses for Warner Bros. employees
- **ETC Tours @ CES:** Designed and led experiential learning tours of the Consumer Electronics Show (CES) floor for Hollywood Executives. Tour participants included the Presidents of Warner Bros. Entertainment and Paramount Studios
- **ETC Speakers @ CES, 2009-2011:** Created one-day educational conference for entertainment industry executives at the Consumer Electronics Show, focused on top industry trends including 3D in the Home, Over-the-Top Content Distribution (over the Internet to consumer devices), Mobile Entertainment, and Social Media
- **ETC Technology Report:** Managed 13-member reporting team that created the Entertainment Technology Report, a digitally delivered report highlighting the most important technology announcements and trends at the major consumer electronics and broadcasting conventions, 2008-2011
- **Singapore Media Academy:** Advised Singapore's infoComm Development Board and MediaCorp on the creation of technology training programs for the Singapore Media Academy

Director of the Consumer 3D Experience Lab

May 2009 – February 2011

- Created 3D Technology lab where current 3D technologies were evaluated and discussed by industry stakeholders
- Collaborated with every major consumer electronics manufacturer to gather the latest 3D technologies
- Developed a 2 Hour training course that taught the basics of stereopsis
- Worked with Sony Pictures to develop full day seminar for directors and cinematographers on 3D filming techniques

Junior's Giants

Producer / Director

January 2002 – March 2011

Produced nationally distributed educational children's cartoon series *Junior's Giants*.

- Worked with 2 partners to develop series concept, learning objectives, scripts, storyboards and show bible
- Hired illustrators, animators, voice actors, editors and composers to create three 42 minute episodes
- Directed all voice talent and audio production
- Secured national distribution including placement in Wal-Mart and major booksellers
- www.juniorsgiants.com

CLEARANCE

I currently do not have secret clearance but see no reason why I would not be able to obtain one.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA MARSHALL SCHOOL OF BUSINESS

LOS ANGELES, CA | MAY 2007

Master of Business Administration

Emphasis in Performance Improvement

BRIGHAM YOUNG UNIVERSITY

PROVO, UT | AUGUST 2000

Bachelor of Arts, Film