

Flora M. Del Angel, M.Ed.

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Video Producer and Instructional Designer

Experienced video, instructional design and development professional with experience designing, developing, and implementing state-of-the art training and learning content for top organizations across multiple industries. Expertise spans online, mobile and instructor-led based training programs, including storyboarding, technical writing, image manipulation, video production/editing, scriptwriting, and interactive multimedia development.

AREAS OF EXPERTISE

Comprehensive track record leading instructional design projects that have successfully met a complex variety of corporate training and learning needs

Masters-level understanding of eLearning and adult learning principles, including blended learning and ADDIE/SCORM-compliant solutions

Exceptional creative writing, editing, and content development skills, including web content curation and professional training video production

Proven ability to interface effectively with relevant Subject Matter Experts (SMEs) and collaborate on projects with outside contractors/vendors

Skilled at helping prioritize corporate/team learning needs, determine project scope and timelines, and allocate project budgets for maximum impact

Exceptional technology skills including advanced usage of Articulate Storyline, Captivate, Premiere Pro, Photoshop, After Effects, Audacity, Camtasia

EDUCATION

Master of Education in Learning & Technology, Western Governors University, Seattle, WA
Bachelor of Arts in Communications, University of Washington, Seattle, WA
Associate in Arts in Digital Video Production, Bellevue Community College, Bellevue, WA

EXPERIENCE & ACCOMPLISHMENTS

Technical Writer / Instructional Designer [Contract]

2016

BOEING, INC., RMAS CHANGE MANAGEMENT AND TRAINING, Bellevue, WA

- Wrote course outlines based on business and functional documents for SAP training.
- Collaborated with subject matter experts to develop training materials on production planning and warehouse inventory management.
- Created mock-up training including diagrams based on course outlines.
- Attended cross functional reviews, business information meetings, warehouse tours, and town hall meetings.
- Worked with Training Leads and participated in a training development team.

Instructional Designer [Contract]

2015

MICROSOFT, CLOUD + ENTERPRISE SECURITY EDUCATION & AWARENESS, Redmond, WA

- Worked with Microsoft Managers to propose online training solutions that solve business problems and improve employee performance and competency. In addition, assess the needs of global target audiences.
- Designed, developed, and wrote course materials (i.e. outlines, storyboards, knowledge checks, transcripts, images, and multimedia) for courses emphasizing cybersecurity awareness and mitigation strategies.
- Worked closely with the training manager and development team to define and disseminate best practices for online training including review of instructional design, inclusion of all significant content, and compliance of all company policies.
- Worked with subject matter experts (SMEs) to incorporate their expertise and feedback into the training.
- Researched technology related information relating to Cloud + Enterprise Security.

 EXPERIENCE & ACCOMPLISHMENTS (CONT'D)

- Attended team meetings on a daily basis via Skype for Business and on a weekly basis in person.
- Participated in Agile and Scrum project management methodologies.
- Used SharePoint and OneNote to store team documents and refer to project management Scrum board.

Instructional Designer / eLearning Developer [Contract] 2015EMC² EMERGING TECHNOLOGIES DIVISION, ISILON STORAGE, Seattle, WA

- Retained to develop a series of new eLearning courses related to the installation of advanced data storage hardware, in addition to enhancing and modernizing several existing company training courses. Successfully completed project on time, within budget, heavily leveraging the use of Articulate Storyline software.

Instructional Designer / eLearning Developer [Virtual/Contract] 2014 – 2015

POINTCLICKCARE, Ontario, Canada

- Designed and developed an iPad/iPhone-compatible eLearning solution for this Cloud-based health services company using screencasts and simulations. Curated source content material and consulted with Subject Matter Experts to facilitate course development. Completed a full eLearning course design and storyboard concept that received final approval and sign-off by internal SMEs and the Manager, Education Development.

eLearning Developer / Instructional Designer [Virtual/Contract] 2014

INSIGHT GLOBAL / GREAT LEARNINGWORKS, Ft. Lauderdale, FL

- Used Storyline to design and develop various technology training materials for customer service/telesales agents, including the use of custom authoring software templates supporting Web-based learning on laptops, iPads, and iPhones. Met all established deliverables and project needs, developed excellent working relationships with relevant SMEs and collaborated cross-functionally with creative and technical department team members.

Instructional Designer 2010 – 2014

THE KEELWORKS FOUNDATION, Seattle, WA

- Played key role in leveraging virtual eLearning as a platform to advance the learning competencies of disengaged students across the globe, allowing them to collaborate with team members and educators via Skype, Google Docs, and the EDUonGo Learning Management System (LMS). Managed all aspects of the instructional design process including developing the initial project plan, conducting a needs assessment, synthesizing research, clarifying learning objectives, and developing the needed storyboard and curriculum.

Instructional Designer / Trainer [Contract] 2010 – 2013

VERTAFORE, Seattle, WA

- Contracted to design/develop instructor-led training for a team of customer service analysts. Worked closely with subject matter experts, stakeholders and the course trainer. Led review meetings and produced deliverables that included front-end needs analysis, design documents, a PowerPoint presentation, various job aids, and individual skill assessments.

ENTIRENET, LLC, Bellevue, WA

- Designed and developed instructional materials allowing Microsoft Forum Support Engineers / Customer Service to rapidly serve more customers and solve problems using the Community Agent Tool. Conducted Train-the-Trainer sessions with personnel in the USA, EMEA, LATAM, APAC global regions.

HOPELINK, Kirkland, WA

- Orchestrated a complex instructional design project from start to finish, developing a digital video production curriculum that included needs analysis, online interactive training, a class website, instructor's manual, participant guide, post-tests, online surveys, instructor-led training, and post-instruction evaluations.

KING COUNTY EMERGENCY MEDICAL SERVICES (EMS) ONLINE, Seattle, WA

- Designed interactive web-based continuing education materials to support EMS certification for paramedics, EMTs, and firefighters. Developed courses in pre-hospital emergency care using Captivate/ Camtasia. Edited video source files. Created storyboards.

EXPERIENCE & ACCOMPLISHMENTS (CONT'D)

PUGET SOUND ENERGY, Bellevue, WA

- Designed and developed web-based training tools to aid employees in goal-setting and using the company's performance management system. Created storyboards and recorded narration.

MICROSOFT CORPORATION, Bellevue, WA

- Used blended learning to train marketers on the Global Marketing Operations Executive Planning tool.

Instructional Video Designer / Developer

2007 – 2009

FOOD SERVICES OF AMERICA, Seattle, WA

- Produced, captured, and edited eLearning video content as part of interactive web-based training for 5,000 sales employees. Elements handled include content, graphical Web interface, audio, graphics, and animation development, aimed at improving the effectiveness of the company's sales and distribution centers.
- Used Lectora, an eLearning tool, to build course content—followed by publishing this content to a SCORM-compatible XHTML/XML file structure. Deployed courses in the SumTotal Learning Management System.

Instructional Developer / Web Content Editor [Contract]

2006 – 2007

WORKTANK CREATIVE MEDIA, Seattle, WA

- Developed web-based and instructor-led sales training materials for this mobile technology corporation, including a complete PowerPoint presentation and graphics.

MICROSOFT CORPORATION, Redmond, WA

- Managed, created, and edited content for Microsoft Research & External Programs websites; concentrated on making difficult subjects and complex academic and IT concepts approachable to a general audience.

WEYERHAEUSER CORPORATION, Federal Way, WA

- Developed training course packages for the deployment of a new Enterprise Resource Planning system (ERP), an SAP application that integrates all data and processes of an organization into a unified system.

MEDIAPRO, INC., Bothell, WA

- Created web-based and instructor-led training courses for the aerospace industry (Boeing), encompassing 20 training modules and over 500 storyboard pages, narration and demo simulations.
- Created PowerPoint presentations (using Captivate to record audio narration and demo simulations) which included exercises, questions and answers, and quizzes.

MICROSOFT CORPORATION, Redmond, WA

- Served as web content editor for Microsoft's Intranet, helping publish appropriate content for a 900-page website; utilized Windows SharePoint Services to manage and edit all content.

Video Producer & Project Manager

2005 – 2007

EMAGINATIVEMEDIA, Bellevue, WA

- Managed story development, hired freelancers, and allocated \$33,000 budget for the production of three video case studies to show at the Microsoft Windows x64 product launch event hosted by Bill Gates.

Web Developer / Technical Writer

1996 – 2002

THE REGENCE GROUP, Seattle, WA

- Built a series of Dreamweaver website documentation processes, including 62 online procedures and back-up instructions for system administrators, Web developers and corporate management.
- Worked with development teams to build consumer-driven websites for the insurance industry, including the design/implementation of search-engine friendly interfaces and keyword search (Cold Fusion) databases.
- Created new video program and interactive multimedia exhibits to present at the IT Ware Fair in three cities; each exhibit included posters, logo-printed magnets, an interactive demo, and a video that showcased the company's e-Commerce staff, vision, mission and goals. Won an award for this project.