

Raymond S. Cole

Instructional Designer • Teacher of Instructional Design

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EDUCATION

- BA in Computer Science from the University of California, San Diego, 1989
- MA in Instructional Technologies from the San Francisco State University, 2005

PROFESSIONAL PROFILE

- Goal-directed professional with eight years experience designing, writing, and delivering learning to a wide range of organizations, including Fortune 500 companies.
- Ability to work and communicate with people at all levels of an organization.
- Excellent oral and written communication skills.
- Detail oriented with a demonstrated ability to manage multiple priorities and work on multiple simultaneous projects while meeting aggressive deadlines and maintaining high standards.
- Creative, flexible and innovative team player; ability to work effectively in an environment of rapidly changing priorities.
- A passionate enthusiasm for instructional design and a sincere desire to produce the best possible learning interventions. Willing to go the "extra mile."
- Strong technical and multimedia skills, including proficiency with HTML, CSS, JavaScript, Photoshop, Illustrator, InDesign, SoundForge, Audacity, Flash, Snagit, Captivate, and MS Office.

AREAS OF EXPERTISE

- Needs Analysis
- Content Research
- E-Learning
- Instructional Writing
- User Interface Design
- Classroom Instruction
- Workshop Design
- Instructional Games
- Web Development
- Audio Production
- Video Production
- Multimedia Production
- Facilitator Guides
- Train-the-Trainer
- Design Reviews
- Typesetting and Layout
- Work with Outsourced Vendors
- Stock Photo Selection
- Student Workbooks
- Simulations and Role Plays
- Tests and Surveys

MY EXPERIENCE AT A GLANCE

Partial List of Clients

- Amgen
- Corning Display Technologies
- Genentech
- Global Pharmaceutical Sourcing Group
- Hosei University, Japan
- McKesson
- NCR Corporation
- Nutrishare
- Ortho-McNeil Janssen
- Sanofi-Aventis
- Sun Microsystems
- SupportSoft
- Symantec
- Yahoo!

Partial List of E-learning Courses

- Territory and Account Planning
- The *e-Lab* Laboratory Information Management System
- Fracture Analysis of Brittle Materials
- Introduction to Teradata SQL
- PALIPERIDONE ER: Clinical Trials
- Pollution Abatement in Glass Manufacturing
- RISPERDAL CONSTA: Prescribing Information
- Statistical Process Control
- ULTRAM ER: Clinical Pharmacology

Partial List of ILT Courses

- Audio Production for Instructional Multimedia
- Introduction to Windows Vista (hybrid—live via Internet)
- Introduction to the Internet and the World Wide Web
- Beginning and Advanced Computer Programming
- Global Clinical Trial Execution in a Matrix Environment
- ITEC 715: Computer Foundations of Instructional Multimedia
- ITEC 745: Instructional Web Authoring I

INSTRUCTIONAL DESIGN EXPERIENCE

**mjh Instructional Design
San Carlos, California**

Feb 2010 – Present

Instructional Designer

- Write and build a new-hire orientation website for a small South San Francisco biotech company. Tasks include:
 - Advise on writing style guidelines
 - Meet with SMEs
 - Collect source materials
 - Write storyboards
 - Collect, manage, and implement review changes from SMEs
 - Create mini-e-learning course to train SMEs on the basics of editing in SharePoint
 - Work with Copy Edit, Development, and Management to meet aggressive deadlines
 - Make edits to SharePoint-based website

**Text Engine Consulting, Inc.
Oakland, California**

Late 2009 – Present

Instructional Designer

- Design, write, and build e-learning courses to train new-hire service engineers at a major Internet company. Tasks include:
 - Advise and collaborate on template design, writing style guidelines, instructional design approaches, and QA guidelines
 - Meet with SMEs
 - Record and edit audio
 - Write "Creative Briefs" to outline the instructional approach for each course at a high level
 - Write full scripts for each course, including layout of each screen, and all link and button functionality
 - Compose splash page music

**Design Media
San Francisco, California**

2004 – 2005, 2007 – Present

Instructional Designer

- Work on major classroom and e-learning projects for a diverse set of clients. Tasks have included:
 - Writing learning objectives, design documents, scripts, and facilitator guides
 - Content research
 - Web development
 - Static graphic and Flash movie production
 - Stock photo selection and purchase
 - Audio editing and encoding
 - Instructional game design

**San Francisco State University
San Francisco, California**

2007 – Present

University Instructor

- Teach graduate classes in SFSU's Instructional Technologies department.
- Design and write all lectures, presentation slides, class web site, in-class activities, homework assignments, tests, and final project assignments.
- Other responsibilities include grading, office hours, and mentoring students one-on-one.

SupportSoft
Redwood City, California

Late 2008

Instructional Designer

- Successfully designed and delivered an innovative live-over-the-Internet instructor-led course on a fixed bid contract while meeting an extremely tight deadline: 8 business days from my first meeting to delivery of the completed course materials, including the facilitator guide, presentation slides, and all interactive polls and learning activities.
- On the 8th day, taught the first session over the SupportSoft intranet to students who were logged in from various remote locations.

GeneEd
San Francisco, California

Summer 2007

Instructional Designer

- Designed a suite of sixteen short e-learning courses for a major biotech company.
- Wrote 20 questionnaires to acquire needed information from a large pool of subject-matter experts. Also managed the sending and receiving of the questionnaires to and from the experts.
- Designed an innovative e-learning course on Laboratory Investigations that included interactive games, puzzles, and interviews.
- Partnered with the copy editor to rewrite the boilerplate introductory and help text used in GeneEd's e-learning courses, and proposed simple writing standards to help avoid the need for such rewrites in the future.

VitesseLearning
San Francisco, California

2004 – 2007

Instructional Designer

- Designed and wrote courses while meeting aggressive deadlines. Additionally, I designed and/or wrote ancillary materials such as job aids and field trainer guides.
- Traveled to client sites to consult with subject matter experts, discuss learning objectives, and collect source content.

Excel Learning
San Bruno, California

Spring 2005

Instructional Design Technologist

- Performed instructional design and technical tasks for a video- and web-based e-learning project on Assistive Robotics for Hosei University in Japan. I:
 - Guided the creation of assessment questions
 - Operated camera on four video-shoots
 - Designed and developed JavaScript-based quiz modules and interactive table of contents
 - Wrote the developer's guide

Raymond Cole Consulting
San Francisco, California

Spring 2004

Instructional Designer and Trainer

- Designed, marketed, and delivered a full-day instructor-led audio production workshop.

Senior Principle Software Engineer, Global Learning

- Web-based training developer at *NCR University*. Participated in:
 - Needs analysis
 - Storyboarding
 - Consultation with SMEs
 - Content research
 - Writing and editing content
 - Pilot testing
 - Assessment questions and surveys at various Kirkpatrick levels
- I also handled:
 - Digital photography
 - JavaScript programming
 - Template design
 - Web server installation and configuration
 - Streaming media encoding and delivery
 - Audio production
 - Supervision of video shoots at studios in San Diego and Los Angeles
 - LMS integration
 - Local multimedia production lab equipment specifications, purchase, and installation

PROJECT MANAGEMENT EXPERIENCE

**Old King Cole Productions
San Diego, California**

1995 – 2008

Co-Founder and Managing Partner

- Managed the production process for music CDs from initial negotiations with the client, through delivery of the final discs.

**RadiOM
San Francisco, California**

Spring 2004

Project Manager and Lead Designer

- Led the team in all meetings with the client.
- Directed the production of the proposal, schedule, and design documents.
- Led negotiations with the client to get sign-off on these documents.
- Built the web prototype.
- Wrote or acquired much of the content for the prototype.
- Coordinated the work of individual team members into a cohesive whole.
- Led the presentation of the final design to the client.

**NCR Corporation
San Diego, California**

1995 – 1996

Senior Software Engineer

- Led a team of six from the concept phase through to the development of a business plan for a turn-key Internet server.
- Simultaneously coordinated with an elite team at corporate headquarters in Dayton, OH, which was working on a similar project.

PARTIAL LIST OF PUBLICATIONS

Cole, Ray; "Artisan's 'HD-DVD': Coming Soon To A Computer Near You; *GreenCine*; <http://www.greencine.com/article?action=view&articleID=75>; June 3, 2003

Cole, Ray; "Video/Game: *Daredevil* and the Video Game Movie"; *GreenCine*; <http://www.greencine.com/article?action=view&articleID=67>; March 3, 2003

Ray; "Improved Into Oblivion"; *GreenCine*; <http://www.greencine.com/article?action=view&articleID=29>; July 30, 2002

Cole, Ray; Liner notes for the CD *Igor Korneitchouk/William Thomas McKinley*; MMC Recordings, Ltd.; MMC 2116; 2002; pp 2-5

Cole, Ray; "Electric Brews"; Liner notes for the CD *Electric Brews*; Old King Cole Productions; OKCD 004; 2001; pp 3-9

Cole, Ray; "The Virtual Performer Plays the Music of Igor Korneitchouk"; Liner notes for the CD *The Virtual Performer*; Old King Cole Productions; OKCD 001; 1997; pp 2-5

Cole, Ray; "Kyan Pascal"; *Antic*, Vol. 4, No. 7; November 1985; pp 44-48 (My first sale!)