Raymond S. Cole
Instructional Designer • University Instructor

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Objective: A position of influence, where I am a trusted advisor to my management and a high-value consultant to the rest of the organization in the areas of instructional design; learning technology; and related processes, guidelines, and best practices.

Education:

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

Professional Profile:

Experience

- 10+ years designing and developing learning interventions, with a special focus on highly technical industries including computing, manufacturing, biotech, and pharmaceutical
- 7 years adjunct faculty at San Francisco State University teaching graduate classes in the Instructional Technologies department

Skills

- *English:* Outstanding written and verbal communication skills
- *Instructional Design:* Expert in ISD, ADDIE, and adult learning theory
- *Visual Design:* Regularly create custom graphics and animations
- *Audio Engineering:* Regularly create custom theme music, and record, edit, and encode audio narration

Tools

- *Microsoft Office:* Especially PowerPoint and Word
- *Adobe Creative Cloud:* Especially Photoshop, Audition, and Dreamweaver
- *Rapid E-learning Development:* Especially tools from Adobe and Articulate

Clients (partial list)

Amgen, Corning Display Technologies, Genentech, Johnson & Johnson, Lam Research Corporation, McKesson, Nutrishare, Ortho-McNeill Janssen, Sanofi-Aventis, Sun Microsystems, SupportSoft, Symantec, Yahoo!

ILT Courses (partial list)

ITEC 715: The Design of Multimedia Learning, ITEC 745: Instructional Web Authoring, Performance Management, Attracting Talent, Audio Production for Instructional Multimedia, Global Clinical Trial Execution in a Matrix Environment, Pascal Programming, Leading Cross-Functional Teams

E-learning Courses (partial list)

> Foreign Trade and Anti-Corruption Compliance, Territory and Account Planning, The *e-Lab* Laboratory Information Management System, Fracture Analysis of Brittle Materials, Statistical Process Control, Introduction to Teradata SQL, Paliperidone ER: Clinical Trials, Pollution Abatement in Glass Manufacturing, EH&S Safety Refresher, Ultram ER: Clinical Pharmacology, Foreign Trade Zone Awareness, Problem Solving and Decision Making, Supply Chain Compliance, Laboratory Investigations, Business Continuity Planning, Catheter Care, Logging In and Setting Goals in SuccessFactors

Work History:

University Instructor

San Francisco State University (San Francisco, California) September 2007—present

- Teach graduate classes in SFSU's Instructional Technologies department
- Design and write all lectures, class activities, presentation slides, class website, homework assignments, tests, and final project assignments
- Other activities include grading, office hours, supervising teaching assistants (when available), and mentoring students one-on-one

Senior Instructional Designer

Lam Research Corporation (Fremont, California) September 2010—September 2013
Duties included:

- Act as an internal consultant to multiple business groups, partnering with them to design and develop self-paced e-learning courses
- Design and develop instructor-led training (ILT) courses, plus supporting materials including presentation decks, participant and facilitator guides, job aids, and individual and table activities
- Teach other instructional designers via monthly "brown-bag" lunch sessions
- Design, develop, document, and promote style guidelines, templates, and other tools to improve the quality of instructional design at Lam
- Research, interview, and select instructional design agencies to handle overflow work. Negotiate contracts, communicate standards and expectations, and sometimes co-develop courses with these vendors

Instructional Designer

MJH Instructional Design (San Carlos, California) February 2010—August 2010
As part of a small core team, wrote and built a new-hire orientation website for a small biotech company. Duties included:

- Write storyboards
- Advise on writing style guidelines
- Collect, manage, and implement change requests from SMEs
- Create self-paced e-learning in Adobe Captivate to teach client how to maintain the website
- Meet aggressive deadlines

Instructional Designer

Text Engine Consulting, Inc. (Oakland, California) October 2009—May 2010

Designed, wrote, and built e-learning courses to train new-hire service engineers at a major Internet company. Duties included:

- Meet with SMEs
- Compose theme music
- Record and edit audio
- Write creative briefs, storyboards, and full course scripts
- Collaborate on guidelines and standards

Instructional Designer

Design Media (San Francisco, California) 2004—2005, 2007—2010

Worked on major classroom and e-learning projects for a diverse set of clients. Duties included:

- Content research
- Web development
- Flash movie production
- Instructional game design
- Write learning objectives, design documents, scripts, learning activities, and facilitator guides
- Stock photo selection and purchase

Instructional Designer

SupportSoft (Redwood City, California) Late 2008

- In only 8 business days, designed and delivered a live-over-the-Internet ILT course (a "webinar") and all supporting materials, including facilitator guide, presentation slides, and all interactive polls and learning activities
- On the 8th day, personally taught the first session over the SupportSoft intranet to students who were logged in from various remote locations

Instructional Designer

GeneEd (San Francisco, California) Summer 2007

- Designed and scripted e-learning courses for a major biotech company
- Managed data collection from a large pool of subject-matter experts
- My course designs included interactive games, puzzles, and interviews

Instructional Designer

VitesseLearning (San Francisco, California) 2004—2007

- Designed highly technical e-learning courses, first for a major manufacturing client, and then for major biotech/pharmaceutical clients.

Instructional Design Technologist

Excel Learning (San Bruno, California) Spring 2005

Instructional design and technical tasks for a video- and web-based e-learning project on Assistive Robotics for Hosei University in Japan. Tasks included:

- Guiding the creation of assessment questions
- Operating camera on four video shoots

- Designing and developing JavaScript quiz and table of contents modules
- Writing the developer's guide

Instructional Designer and Trainer
Raymond Cole Consulting (San Francisco, California) Spring 2004
- Designed, marketed, and delivered a full-day audio production workshop

Senior Principle Software Engineer
NCR Corporation (San Diego, California) 1997—2000
As a web-based training developer for *NCR University*, I participated in:

- Needs analysis
- Storyboarding
- Consultation with SMEs

- Writing and editing content
- Pilot testing
- Evaluations at various Kirkpatrick levels

I also handled:
- Digital photography
- JavaScript programming
- Template design
- LMS integration
- Streaming media

- Web server installation and configuration
- Local multimedia production lab equipment specifications, purchase, and installation
- Supervision of video shoots at studios in Los Angeles and San Diego

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!)

Additional Relevant Keywords:

Needs analysis, CBT, WBT, computer-based training, web-based training, HTML, CSS, user interface design, outsourcing, Adobe Presenter, Articulate Storyline, Captivate, simulations, role-plays, scenarios, train-the-trainer

References: Available upon request.