

# Brandon Carson

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## Profile

I am seeking a Senior Instructional Designer/Developer position with a focus on eLearning. I am an award-winning instructional designer and developer with over 15 years experience designing instructor-led, computer-based, and eLearning for global audiences. I am expert in the design of a wide spectrum of training including technical, sales, on-boarding and leadership development. I focus on learner-centered designs to produce visually rich and highly interactive courseware.

## Selected Experience

### Senior Instructional Designer and Project Manager: Sun Microsystems – 2007-2009

- Redesigned Sun's New Hire training and introduced the use of social utilities and immersive learning to broaden the reach of the on-boarding program. The *New Hire Experience* design included social networking, competitive learning games, simulations, and executive presentations to reach global new hires.
- I designed and developed multiple eLearning courses including the game-based *Sun Open Learning Center for System Administrators*, and the award-winning *Selling Business Value*, a 10-module course for Sun's Sales Organization.
- I led the analysis and curriculum design for Sun's Cloud Computing training.
- I project managed and developed the Design Standards and Processes for eLearning development at Sun.

### Senior Instructional Designer: BMC Software – 2006-2007 (Contract)

- Designed and developed a series of eLearning courseware based on new software updates. Using PowerPoint, Articulate, Captivate, and Flash, I created over twelve hours of courseware. I worked closely with subject matter experts to conduct task analysis, create course goals and objectives, gather content, and write, produce and publish the training.

### Instructional Designer: Safeway – 2005-2006 (Contract)

- Performed analysis and then designed and developed training support materials for Safeway's inventory management system. Created a training strategy for employees that resulted in minimal disruption in the stores while maximizing the number of employees trained. Deliverables included performance support job aids and computer-based courses.

### Instructional Designer: Wells Fargo – 2005 (Contract)

- Worked with Wells Fargo Home Management to design and develop a series of eLearning courses based on regulatory compliance laws for the home mortgage lending division. Tasks included needs and task analysis, SME interviewing, storyboarding, production and development.

### Instructional Designer: Oracle – 2003-2004 (Contract)

- Designed an 8-module eLearning course for global engineers and technical support staff. Project-managed instructional designers, media designers, programmers, and video production staff at Oracle to develop the course. Used narrative scenarios that placed the learner in real-world situations where they were required to make decisions and solve problems. Mixed media types such as video, text and graphics, games, and reference material, allowing the learner to research, interact and compete with other students.

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## **Instructional Designer: Savi Technology – 2002-2003 (Contract)**

- Designed and developed four eLearning courses on Savi’s RFID technology. Consulted and structured an appropriate instructional model to allow for higher levels of engagement by writing narrative scenarios and integrating learning games. Tasks included content analysis, SME interviews, instructional design, storyboarding, production and development in Flash, HTML and Authorware.

## **Instructional Designer: Network Appliance – 2000-2002 (Contract)**

- Designed and developed learning solutions for NetApp employees and customers. Deliverables included training workbooks for the Service Provider Program, which included process descriptions, scenarios, and a final assessment. For sales training, I produced an interactive presentation outlining effective sales techniques for Service Contract Renewals, including a Lectora-based assessment. I also modified an instructional model that combined narrative storytelling, core research content, and learning games for a series of eLearning courses on core NetApp products.

## **Instructional Designer: Cadence Design – 1999-2000 (Contract)**

- I designed and developed one of the first eLearning courses for new hires for Cadence. The course used an animated character and learning games to present an overview of the technology used in designing chip software. The course was presented as an online tutorial, and was licensed to other firms for general chip design training.

## **Instructional Designer: Intel – 1998-1999 (Contract)**

- Consulted with Intel’s training department to provide direction in content re-organization, needs analysis, and to design a new cohesive and user-friendly instructional model for their performance support training. Performed task and content analysis, needs analysis, instructional design, storyboarding, production and development. Provided recurring eLearning design and development services, including the design and development of Intel’s first eLearning course and learning management system.

## **Tools, Technologies and Expertise**

<b>Tools</b>	<b>Selected Technologies</b>	<b>Expertise</b>
<ul style="list-style-type: none"><li>• Dreamweaver: Advanced</li><li>• Captivate: Intermediate</li><li>• Flash: Intermediate</li><li>• Fireworks/Photoshop: Advanced</li><li>• Adobe Presenter: Advanced</li><li>• Camtasia: Advanced</li><li>• Articulate: Advanced</li><li>• MS Office, MS Project, Visio, OpenOffice</li></ul>	<ul style="list-style-type: none"><li>• HTML</li><li>• Javascript</li><li>• XML</li><li>• Drupal</li><li>• Joomla</li><li>• Jive</li><li>• Windows and Mac operating systems</li></ul>	<ul style="list-style-type: none"><li>• Social learning design and development</li><li>• Training design using social media utilities such as wikis, blogs and micro-blogging</li><li>• Task, needs, and content analysis</li><li>• Content development and storyboarding</li><li>• Interaction design</li><li>• Assessment writing</li><li>• Game design</li><li>• Training design for accessibility</li></ul>

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## Education

- M.Ed in eLearning Technology & Design *magna cum laude*
- B.A. in Business Communication *magna cum laude*
- ISPI Certified in Performance Assessment and Needs Analysis

## Selected Presentations and Publications

### Presentations

- 2010: “Application of the Thiagi 4-Door Model in Sales Training” (online)
- 2008: “Designing Collaborative Learning Environments” in Orlando, FL
- 2008: “Attracting, Engaging and Onboarding Multiple Generations” (online)
- 2008: Featured speaker at CEDMA: “Onboarding and Recruiting Talent 2.0”
- 2008: Featured speaker at IQPC Atlanta: “Attracting, Engaging, and Orienting Multiple Generations, Including Net Geners”
- 2008: Featured speaker at eLearning and Blended Learning Excellence Conference in Barcelona: “Designing Collaborative Learning Environments”
- 2007: Chaired a panel discussion at SXSW: “Using the Wiimote for Learning”

### Publications

- Carson, B., Joseph, D. R. D., Silva, E. (2009) *Alternate Reality Games: Leveraging Collective Intelligence for the Enterprise*. Learning Solutions Magazine.
- Carson, B. (2008). *Collaborative Learning Environments: An Instructional Model*.
- Carson, B. (2007). *Crafting the Total Learner Experience: How To Prevent Data Corruption in Instructional Messaging*. eLearning Guild Magazine.
- Carson, B. (2007). *Creating Effective Learning Games*.

## Affiliations

- Active member of ISPI and ASTD
- Board member of NASAGA (North American Simulation and Gaming Association)

## Awards

- Gold Award for Best Custom Content: eLearning. Brandon Hall (2009)
- Gold Award for Best Use of Blogs/Wikis in Education. Brandon Hall (2008)
- BEST Award for Best Learning Team: Sun Learning Services. ASTD (2008)
- Nominated for Sun’s Innovation in Learning Award (2008)
- People’s Choice Award for Best Synchronous Learning Event. eLearning Guild (2007)
- Gold Award for Best Online Software (eGames Generator) eLearning Guild (2007)