

# Chad Swaney

## Summary

An expert at creating learning interventions with maximum impact on desired performance outcomes by leveraging expertise in both instructional design and visual design.

Skilled at evaluating the needs of a constituent group and matching resources to achieve measurable performance improvement.

Able to create and execute learning programs in instructor-led, print, and digital multimedia formats that are instructionally sound and visually pleasing, targeted at a global or domestic audience.

## Work Experience

### Instructional Designer

#### Leslie's Poolmart | 2007-Present

Designed framework for a complete redeployment of a corporate intranet with 3000 users. Running on the DotNetNuke CMS, the intranet included both static content and community features. Created information architecture based on extensive end user research and feedback.

Performed task analyses then developed instructional plans based on business performance problems.

Created new training interventions, including designing contextual job aids, videos, visual presentations, and print manuals.

### E-learning Designer

#### Apollo Group | 2004-2007

Re-designed a company-wide web-based supervisor education program with an audience of 1500 learners.

Developed a comprehensive self-study program for newly-hired finance employees. Performed needs assessment, coordinated materials from subject-matter experts, supervised a contracted curriculum writer, used Flash and Captivate to create multimedia experiences, and formulated a comprehensive assessment system to ensure effectiveness. This implementation led to a significant reduction in travel costs, a significant increase in participant compliance, and improved retention of information.

Created enterprise-wide web tutorials that employed web standards, CSS, accessibility features, and multimedia content.

Assisted in the selection and deployment of a new LMS enterprise-wide.

### Sales Assistant/Team Lead

#### Starwood Hotels and Resorts Worldwide | 2003-2004

Assisted in the management of a team of vacation sales associates.

### Marketing Director

#### Mainland Industrial Supply | 2003-2004

Designed a standards-based marketing web site and managed relationships with the company's largest customers.

### Regional Sales Quality Specialist

#### Coors Brewing Company | 2001-2003

Managed quality compliance and training for all distribution locations in the Southwest.

### Training Specialist

#### Liberty Mutual Group | 1999-2001

Designed and presented comprehensive, needs-based sales training programs for a call center of 150 sales persons.

Implemented a comprehensive insurance licensure training program that increased State Exam pass ratios from 35% to 80%.

## Independent Consulting

### American Express | 2006-2007

Created a new-hire brand orientation that was deployed in domestic and overseas call centers.

### Prudential Financial | 2006

Developed a global compliance program for international relocation consultants in dozens of global markets, focusing on compliance with US regulations on doing business overseas.

## Education

### Doctor of Education | 2011

Pepperdine University

### MA in Education | 2006

University of Phoenix

### BA in Communication | 1998

Palm Beach Atlantic University

## Contact

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## Software

Dreamweaver

Fireworks

Captivate

Flash

InDesign

Illustrator

Photoshop

PowerPoint

Publisher

Outlook

Word

Excel

## Web Tech

CSS

XHTML

JavaScript

MediaWiki

WordPress

DotNetNuke

Joomla

Drupal

## Platforms

Windows XP

Ubuntu Linux

Mac OS X

## Working On

PHP

Django

AJAX

## Interests

E-learning

Assessment

Collaboration

Content Management

Open Source

## Social Tools

Digg

Twitter

Facebook

Secondlife

LinkedIn

Orkut