JAMES OFFICER
DIGITAL LEARNING SPECIALIST

GET IN TOUCH:

Mobile
+1(321) 332-5881

Email
james@thecreativeofficer.com

Website
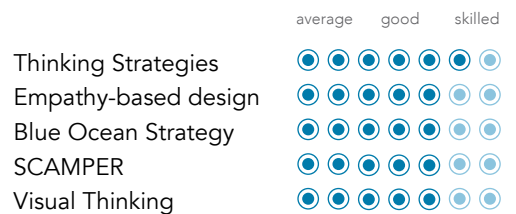**www.thecreativeofficer.com**

+ EMPLOYMENT

2019 -

Leidos Corporation.
Technical Trainer/e-learning Specialist

Planning development and design of multimedia training applications for synchronous and asynchronous delivery for a distributed learning environment. Conduct research, usability studies, and data-driven experiments to identify specific interactive solutions to create an engaging learning ecosystem. Identify new technologies and scalable solutions to achieve learning initiatives. Interface with instructional systems designers, course mentors, subject matter experts, and other stakeholders on the customer side and internally. Integrate user data and client feedback into key learning solutions for future design and development strategies. Oversee detailed product testing, review, and course maintenance materials upon delivery.
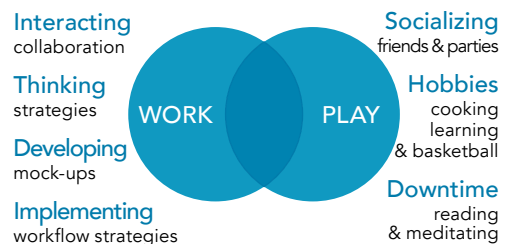
2012 - 2019

ATOM5/Envision Creativity, LLC
Senior Partner/Program Manager

Represent partnering companies with clients and other teams to determine digital learning design strategies and development solutions. Provide solutions with purpose on multiple projects based on client needs and objectives. Institute, observe, and quantify success metrics to determine organizational learning strategies. Formulate creative foundational concepts for monitoring learner engagement and user experience data. Ensure the learning model aligns with product objectives. Verify program designs are consistent with learner needs and models; that align with product objectives. Develop scalable processes that result in the rapid creation of course materials with a focus on user experience and the overall learning objective. Work with the development team to lead ideas and ensure integration strategies are being met. Formulate key business strategies for competitive advantage and growth.

+ STRATEGIES

	average	good	skilled
Thinking Strategies			
Empathy-based design			
Blue Ocean Strategy			
SCAMPER			
Visual Thinking			

+ WORK/PLAY BALANCE

Interacting collaboration
Thinking strategies
Developing mock-ups
Implementing workflow strategies

WORK — PLAY

Socializing friends & parties
Hobbies cooking learning & basketball
Downtime reading & meditating

Website
www.thecreativeofficer.com

Mobile
+1 321.332.5881

Email
james@envisioncreativity.com

+ EMPLOYMENT

1996 - 2019   Envision Creativity, LLC.
Director of Creative Learning

Consolidate and analyze profitability, revenue, margins, and utilization of team members. Help create pipeline forecasts and a broad-based financial picture of projects across the organization. Collaborate with geographically-distributed constituents such as Curriculum Committees, Program Advisory Committees, faculty, and subject matter experts to facilitate the design, development, and launch of new or revised programs and/or courses. Coordinate with vendors and the internal team to create multimodal content. Work with a variety of clients in government, commercial, and education sectors. Act as a conduit of information between all key stakeholders to move projects and project tracking efforts forward. Cultivate close, collaborative, and professional working relationships with members of the project team (Lead IDs, Instructional Designers, Media Developers, Visual Designers, Web Developers, Instructional Technologists, etc.) Ensuring course materials are compliant with current accessibility standards while prioritizing speed-to-market, focusing on outcomes, and assure quality.

2015 - 2019   Invaya, LLC.
Senior Partner/Chief Operations Analyst

Responsible for data analysis, reporting, and technology implementations using industry-leading principles, methodologies, and programs. These analytic activities are typically product or solution based designs to serve many clients or a single client which requires custom development to tackle specific business problems. Objective is to provide thought provoking innovative solutions, logic, and the ability to participate and contribute to on all facets of the data life cycle either independently or as part of a team. Collaborate with partners to identify and support the development of analytic solutions based on company data products. Utilize statistical techniques to perform predictions, analyze patterns, and uncover hidden stories told through data. Provide a variety of program and performance management initiatives, to include but not limited to clerical and administrative support, program planning, execution, task and records management, information management, strategic planning, and process improvement for a cloud based SaaS Inventory management application. Research and implement new analytic techniques or methodologies as needed for specific projects.

+ ANALYSIS TOOLS

Tool	average	good	skilled
Google Analytics			
Yahoo Web Analytics			
Adobe Analytics			
Hubspot			
UserTesting			
Tableau Public			
KNIME			
Hotjar			
Twitalyzer			
xAPI			
Heap Analytics			

+ ELEARNING TOOLS

Tool	average	good	skilled
Articulate Storyline			
Articulate 360			
Adobe Captivate			
Lectora			
Whatfix			
aNewSpring			
Camtasia			
iSpring			
Lectora			
Storyboarding			
Scripting			
HTML5			
Course Converstion			
SCORM Compliancy			
LMS Implementation			

+ PRESENTATION TOOLS

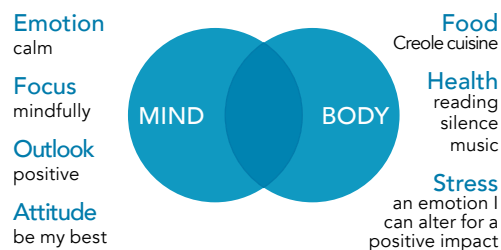| Tool	average	good	skilled
Adobe Creative Suite			
Adobe After Effects			
Adobe Premiere			
Final Cut Pro			
Logic Pro			
Adobe Animate			
Adobe Audition			
PowerPoint			
Keynote			
Toon Boom			

+ EMPLOYMENT

2014 - 2019 — AEgis Technologies Inc.
Senior Technical Trainer/Development Lead

Creating assets for a project which focuses on correlated, geospatial terrain databases for U.S. Army simulators, simulations, and training systems to support the execution of combined arms and joint training, mission planning, and rehearsals at home station and deployed locations. Review internally produced assessments and perform quality assurance reviews of assessment items across all products. Monitor contemporary issues, trends, and research in educational assessment and the assigned subject area in order to design and develop assessments based on customer needs and/or for future assessment products and services. Design and develop style and procedure guides to ensure consistency across assessments and products. It ensures virtual compatibility with all live, constructive, and gaming systems. Conduct virtual and live training sessions, including managing all appropriate logistics (printing, document distribution, site preparation, liaison with producers, confirmation of technology needs, etc).

2007 - 2014 — Carley Corporation
Senior Media Specialist/Development Lead

Created measurement plans and tools to assess a solution's impact across all Kirkpatrick levels of measurement. Work collaboratively within and across teams to design and develop assessments based on curriculum, research, and product requirements. Crafting engaging learning experiences, content, and visuals that make complex skills simple and easy to learn. Write scenarios, cases, detailed facilitator notes or explainer video script, and secure materials to develop the design from start to finish. Manage a team of Learning Strategists and Specialists to create custom and off-the-shelf learning solutions. Each required a different strategy and approach to produce, design, and implement schedules to develop assets for scenario-based training and blended learning environments. Each area of focus was tracked and reported to project stakeholders along with regularly harvested data, operational support, and demographics on employee efficiency.

+ EDUCATION

1995 — ANIMATION and DESIGN - B.A.
Norther Illinois University

1993 — LIBERAL ARTS - A.A.
Kishwaukee College

+ BUSINESS TOOLS

	average	good	skilled
Windows			
Mac OS			
Microsoft Project			
Microsoft Visio			
Microsoft Excel			
JIRA			
SmartSheets			
SmartDraw			
Trello			
Filemaker Pro			
SLACK			

+ MIND AND BODY BALANCE

Emotion
calm

Focus
mindfully

Outlook
positive

Attitude
be my best

MIND BODY

Food
Creole cuisine

Health
reading
silence
music

Stress
an emotion I
can alter for a
positive impact

Website
www.thecreativeofficer.com

Mobile
+1 321.332.5881

Email
james@envisioncreativity.com

JAMES OFFICER
DIGITAL LEARNING SPECIALIST

GET IN TOUCH:

Mobile
+1(321) 332-5881

Email
james@envisioncreativity.com

Website
www.thecreativeofficer.com

+ PROJECT INFORMATION

Hitachi Vantara - PDI Courseware Package

Role on Project: **Program Manager**
The Hitachi Vantara -Pentaho Data Integration course features the introduction of the rich graphical designer to empower ETL developers. While also creating a broad connectivity to any type of data, including diverse and big data. While maintaining the importance of demonstrating enterprise scalability and performance, including in-memory caching. While ensuring we focused on big data integration, analytics and reporting, including Hadoop, NoSQL, traditional OLTP & analytic databases.

Pentaho - BA1000 Courseware Suite

Role on Project: **Program Manager**
This course introduces the Pentaho Business Analytics suite of products to non-technical users who rely on business intelligence solutions to make informed business decisions This course represents the starting point for those following the Business Analytics and Data Integration learning paths. Pentaho Business Analytics is a powerful suite of business intelligence applications that enables users to intuitively access, explore and analyze all data without depending on IT.
Learn more: **https://vimeo.com/288478776**

c3Design - Interactive Online Class, Course and Cirriculum Design Tool

Role on Project: **Contracting Partner/eLearning Development Specialist**

Based closely on the University of Virginia's internationally recognized Course Design Institute, c3Design won a 2016 POD Innovation Award because it is a highly interactive online learning environment that guides instructors through the iterative, dynamic, and scholarly process of learning-focused course design.
More than anything else, c3Design is about a process that helps instructors unlock new perspectives and possibilities. Several innovative features support this goal: a series of well-crafted knowledge checks, an automated syllabus template, a novel integration map, a syllabus rubric, a fully searchable syllabus database. Learn more: **https://www.c3design.academy**

Website
www.thecreativeofficer.com

Mobile
+1 321.332.5881

Email
james@envisioncreativity.com

+ PROJECT INFORMATION

Invaya, LLC. - Inventory Management For Aviation Parts Supplier

Role on Project: **Chief Operations Analyst**
Our focus is using data and analytics to infuse into our architecture from end to end, creating a more holistic approach to our strategic approach to automate our business process used in the aftermarket aeronautical parts, products, and services industry. We use consumer insights to drive the strategic direction of our inventory management product. Such as our online marketplace solution. Leveraging advanced technology and programming practices to provide buyer and seller interactions based on quality driven processes. Utilizing data analytics to focus on key areas of insight such as user levels, business transactions and digital engagement to keep our team informed in order to make strategic choice. Learn more: **https://vimeo.com/207219855**

ATOM5/Envision Creativity, LLC. - elearning FX Promotional Product Video

Role on Project: **Lead Strategist and Planning**
This promotional product video is about design innovation, creativity, and creating a strategically planned e-learning product. Commnicating to the viewer, it is a complex process which requires experience and understanding of the strategy and development process. We inform viewers about our concepts which stems from our digital learning product design experience. Having addressed a multidisciplinary perspective that includes opportunity determination through inspiration, ideation, and implementation using design thinking framework. Using thinking strategies empower your company to transform the way you will develop learning products and processes.
Learn more: **https://vimeo.com/288480434**

CERFP - Search and Extraction Online Training

Role on Project: **Senior Media Specialist/Development Lead**

This project recorded and worked with Texas CERFP EXEVAL tracking role player support for a Structural Collapse Venue Site (SCVS) with a combination of 45 - 125 role players who performed 3 - 5 presentations daily, meeting and exceeding requirements and allowing for a more meaningful training event. The courseware incorporated this video our 3D characters were modeled in reference to the visuals captured during the EXEVAL. Then the courseware was developed as interactive multimedia training products for the Chemical Biological Radiological Nuclear High-Yield Explosive Enhanced Response Force Package (CERFP).

Website
www.thecreativeofficer.com

Mobile
+1 321.332.5881

Email
james@envisioncreativity.com