

**SUSAN K. WOODROW**  
**REMOTE CONTRACTOR**  
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PROFILE

### AT A GLANCE

*Creates classroom and alternative delivery solutions*

*Determines instructional and delivery strategies*

*Manages complex projects and teams of instructional designers, trainers, SMEs, vendors*

*Aligns business objectives with innovative, results-driven solutions*

*Extensive experience in interactive eLearning*

### SKILLS

*Articulate Studio*

*Articulate Engage*

*Articulate Quiz Maker*

*Articulate Storyline 2*

*Articulate 360*

*Adobe InDesign*

*Adobe Acrobat Pro*

*Camtasia*

*MS Word*

*MS Excel*

*MS PowerPoint*

*Paint Shop Pro*

*SnagIt*

*SharePoint*

### SUSAN WOODROW: LEARNING AND PERFORMANCE PROFESSIONAL

*Susan is a Learning and Performance professional with multi-industry experience. Areas of expertise: learning strategy needs analysis, project management, benchmarking, performance consulting, performance improvement, process design, information mapping, organizational effectiveness, technical writing, instructional design, e-learning design and development, measurement and evaluation, facilitation, quality assurance, software and systems training, focus on audiences in the field.*

### EXPERIENCE

Performance Consultant/Sr. Instructional Designer: 2007 – Present  
Extensive training development and delivery experience (including classroom manuals, storyboards, e-learning software simulations, job aids, etc.) for numerous types of training courses.

- Converting paper-based content to e-learning or new design and development of e-learning.
- Created for multiple clients, e-learning courses on leadership, employment law, sales, customer service, diversity, soft skills, healthcare processes and procedures, healthcare MSDS and hazardous materials, manufacturing processes and job skills; competencies and compliance.
  - Authoring tools.
  - Publish courses for LMS, CDs, webinars and virtual learning.

#### **Client: State Farm Global (Virtual)**

Partnered with account representatives, deans, curriculum representatives and subject matter experts, to produce e-learning, instructor-led and virtual courses over a twelve-month period. Performed quality assurance reviews of all vendor courses for State Farm.

- Worked with team to develop Fraud Awareness and Agent Performance Dimensions (including Compliance).
- Worked within State Farm Learning and Development processes (Legal and Compliance) to design and develop courses.
- Developed Enterprise-wide e-learning for Licensing, Risk and Compliance.
  - Audience (role-based), Purpose, Frequency and Process.
  - Searching, Filtering and Sorting Records.
  - Reports, Security and Maintenance.
- Worked on two virtual (LiveMeeting synchronous) programs for agencies.

**Client: FedEx (Global Security Division)**

- Creation of four interactive Workplace Violence Prevention courses
  - For 300,000 employees worldwide
  - Created in Storyline 360
- Creation of approximately 100 lessons focused on competencies for ATAP (Assn. of Threat Assessment Professionals) certification for security managers
  - Created in Articulate Rise

**Client and Employee: Johnson Controls (Milwaukee, WI)**

Technical reviewer/editor for HVAC VRF Systems for Sales.

- Partnered with Subject Matter Expert engineers and other team members (global).
  - Review and revise very large PDF installation and operation manuals from Hitachi and China.
  - Transfer PDF content and revisions to Adobe InDesign software.
  - Update Hitachi images using Adobe Illustrator software.
  - Attendance at SME staff conference calls weekly.
  - Project management with engineers in Dallas and Milwaukee locations.
  - Screen sharing with SME engineers to review questions that need responses.
  - Create documents with images for Hitachi responses to questions; collaborate with Sales Team.
  - Create, update and use spreadsheets on SharePoint site.
  - Use eRoom to access documents and return zipped documents to eRoom site.
  - Partner with Marketing Manager and Sales Representatives to ensure commonality of content between communications and training.

**Client: SPX Corporation (Waukesha, WI)**

Partnered with senior and mid-level managers, as well as subject matter experts (engineering and operations) to produce utilities e-learning courses over a six-month period.

- Acted as temporary design and development team lead during process of hiring a new team lead.
- Job Task Analysis and definition of training needs.
- Created storyboards for all courses working with primarily engineers as subject matter experts.
- Technical writing.
- Created templates for company's first e-learning courses using Articulate software.
- Completed ten e-learning engineering courses re: electrical transformer design.
  - MVA, voltage, temperature overload, winding connections, winding taps and electrical design.
- Completed three technical courses re accounting and legal.

**Client: Milwaukee Center for Independence (Milwaukee, WI)**

Developed engaging e-learning (Articulate) and job aids for multiple levels and multiple roles of staff at variety of education levels. Audience included clinical teams, nurses and safety affiliates. Design and development included providing learning for hearing and visually challenged learners. Training included healthcare, regulatory and certifications, hazardous materials, safety and HR software training. Created scenario-based training for courses.

**Client: Vista Training (Virtual)**

- Designed e-learning storyboards (Excel) working with Canadian subject matter experts (remotely). Training was to teach technical procedures for Moroccan mine operators using mining equipment.

**Client: Kohl's (Milwaukee, WI)**

- Designed and developed e-learning (Articulate) and job aids for distribution center audience at multiple locations and vendors. Facilitated meetings with Kohl's managers.

**Client: Wal-Mart US and Wal-Mart Canada (Virtual)**

- Partnered with subject matter experts in US, Canada and Brazil to design and develop e-learning courses (Articulate and Roxio) from paper-based materials. Wrote storyboards for approval by senior management before development phase. Various courses included proper use of chemicals, MSDS, and new processes for doing business.

**Client: Diversey (Racine, WI)**

- Human Resources – Worked on-site and remotely with HR professionals to design new HR systems e-learning course (Articulate).
- Healthcare – Worked on-site and remotely with senior business development managers to design and develop sales e-learning (Articulate) for potential Diversey healthcare clients.
- Healthcare Safety – Worked with subject matter experts to design and develop e-learning (Articulate) for healthcare workers using chemicals.

**Client: Telsmith (Milwaukee, WI)**

- Designed, developed and edited content for five e-learning courses for sale of rock-crushing equipment.
  - Global mining and aggregate industries regarding rock crushers and portable plants.
  - Multiple languages: English, Spanish and Portuguese

**Client: MillerCoors/Molson Coors (Global)**

- Designed and developed eight technical and safety e-learning courses in eight weeks.
  - Project managed and partnered with global engineer subject matter experts.
  - Storyline 360

**Performance Consultant/Sr. Instructional Designer – Prudential – Scottsdale, AZ (Employee)**

- Partnered with senior management to create global training supporting organization strategies.
- Liaison between various business units, company executives and the training team.
- Created and supported records of competency for company associate positions (based on job task analysis).
  - Including merged software systems
- Presented results of focus groups and needs assessment to Executive Council/Training Review Board.
- Created partnerships between business units and their leaders to ensure process consistency and priority training needs.
- Responsible for global instructional design and e-learning development and implementation, primarily for employees dealing directly with customers.
- Assisted in the creation of a resource library and materials for on-demand use to facilitate continuous skills development.
- Responsible for needs assessment, development, technical writing, job aids and training tools for seven hundred on-boarding new hires and migration of employees from all regions to Arizona office.
  - Front-line customer service employees
- Developed and supported blended learning incorporating instructor-led, self-paced paper-based, structured on-the-job training and e-learning.
- Transferred design of on-site training materials to self-directed learning for global training.
- Oversaw ISO compliant development of materials.

- Onboarding sales training materials for 700 front-line employees, had direct impact on attrition: from 33% to 8%.
- Established standard templates for learning materials.
- Responsible for quality assurance processes.
- Partnered with subject matter experts and external resources/vendors for audio conferencing, Web-based and Web-enhanced courses.
- Worked with large IT department to design, develop and implement client-focused intranet.
- Developed and implemented records of competency (ROCs) to improve associate integration and retention.
- Instructional design and implementation of a five-week new-hire training program.
- Designed client and sales associate field training for technology platform.

### ***Banner Health System – Phoenix, AZ (Employee)***

#### ***Corporate Director of Instructional Design***

- Corporate oversight and monitoring of five off-site (hospitals) instructional designers to maintain consistency of training materials.
- Focused on organizational development and leadership skills.
- Soft skills design and facilitation of communication, self-esteem, conflict management, coaching to strengths and talents, and accountability.
- Created resource library and materials for on-demand use to facilitate continuous skills development.
- Focused on training needs of diverse leadership after merging of two systems.
- Liaison between various business units, company executives and the training team.

#### ***Client: Mosaic Company***

- Partnered with primarily global engineer subject matter experts.
- Created 32 interactive eLearning courses in 18 months.
  - Field operations
  - Global systems
  - Global finance
- Created 35 job aids for various job roles and troubleshooting guides.

#### ***Client: Electrolux/Frigidaire***

- Partnered remotely with subject matter experts, training supervisor, and leaders.
- Created Analysis to gauge critical needs for training department.
- Created training for 300 onboarding call center employees.
  - Job Task Analysis for most critical tasks.
  - Blended learning with a mix of Instructor-led slide decks and e-learning lessons.
  - QA for all documentation including naming conventions and SharePoint files.
  - Templates for all slide decks and e-learning.
  - Systems training documentation.

### **EDUCATION**

- M.S. in Instructional Design with emphasis in e-learning, Capella University
- B.A. in Adult Education/Professional Communication, Alverno College