

JOHN C. MORLEY

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<http://www.OriginalVision.com>

INSTRUCTIONAL DESIGNER

eLearning • Instructor-Led Training • Website Design • Project Management

A senior instructional designer with excellent writing skills and strengths in software, automotive, and business processes. After over two decades of working as a consultant and contractor, seeking full-time employment or longer contracts.

Experience includes working within both the structured environments of Fortune 500 companies and taking initiative to start and manage start-up businesses, demonstrating a broad skill set and the versatility to get results despite shifting priorities and fast-paced environments.

AREAS OF EXPERTISE

- Instructional design
 - Project management
 - Needs analysis
 - Marketing communications
 - Corporate communications
 - Interviewing
 - Website design
 - Technical writing
 - Proposal writing
 - Storyboarding
 - Train the trainer
 - Classroom training
 - Software and business process documentation
 - Curriculum development
 - Interface design
 - Microsoft Word templates
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PROFESSIONAL EXPERIENCE

(Structured into areas of focus: computer and software, smart grid and electric utilities, and automotive)

Computer and Software

Call Center International, 2009

Developed a foundation for eLearning, and provided a broad range of communication support including website content development, business process documentation, and news releases, for this contact center and telecommunications company.

Movie Magic Software, 2008

Developed eLearning tutorials on screenplay formatting and recorded video demonstrations of screenwriting software (Screenwriter v6) for use as a Web-site-based quick tour demonstration and for use in instructor-led training. Also developed a quick reference job aid to help customers quickly understand and use the software.

Adelante Express, 2007—2009

Developed and automated company business processes, developed associated training, then delivered that material as instructor-led training, telephone support and Web-based self-paced study, for this airport shuttle business in Nicaragua.

Harris School Solutions, 2005—2006

Designed training and documented software for this maker of student information systems. The project was for Los Angeles Unified School District, similar to an ERP launch, (<http://www.harris-schoolsolutions.com>). Responsibilities included developing training curriculum tailored to specific skill set needs, designing a complete set of quick reference guides, and writing a customer newsletter.

ITT Technical Institute, 2005

Hired as a subject matter expert for an eLearning, distance learning course on professional presentations, then took on full responsibility for curriculum development, and shared responsibility for writing deliverables. This included developing an extensive online case study with solutions for multiple challenges faced by a single company.

Hitachi Data Systems, 2001—2003

Designed PowerPoint presentations and instructor-led training on enterprise-level data storage systems. This included developing a system for courseware development based on Microsoft Office, along with developing and maintaining business process documentation that details integration of the system into company business processes, and training staff members in its use.

Multacom, 2000—2001

Wrote sales training materials and product documentation for this tier-one Internet company. This included working with the IT department on documenting and implementing a customer relationship management (CRM) system, and training the sales force in its use.

Health Links, 1997—1998

Co-founded and took full responsibility for website design, creative direction and writing for this database-driven Web portal for healthcare professionals. <http://www.healthlinks.com>.

Script Werx, 1992—2007

Developed software to customize Microsoft Word for writing design documents, screenplays and video scripts. Then created a company to take this product to market. This included developing a company website and instructional design for product documentation, beta testing, and training customers in the use of this software. In addition to thousands of writers around the world, customers included Mary Kay Corporation, Caterpillar, over a dozen universities, numerous government agencies, and the writing staff of Saturday Night Live. (www.scriptwerx.com).

SMART GRID AND ELECTRIC UTILITIES

Georgia Power Company, 2011

Developed a communications plan for the company's Energy Efficiency organization, which also served as requirements for a Microsoft SharePoint system.

The Mosaic Company, 2011

Developed a presentation on the smart grid for internal use to identify opportunities and suggest how to engage clients in conversations that may reveal needs that can be met by this consultancy targeting the utility sector.

Southern California Edison, 1998—2011

Developed for this Fortune 500 company training for Edison SmartConnect on both the wireless data network and the meter data management system. This included high-level introductions, in-depth technical training, and documentation of the meter data management system, presented both in the classroom and as eLearning. 2009—2011.

Redesigned and maintained an intranet website supporting an overhaul of the statewide wholesale energy market and transmission grid. This included regular communication and interviews with IT team members and user groups. 2006—2007.

Wrote a strategic-level approach to realigning business processes with the government market. This included initial development of communications and training plans, and required a firm grasp of formulating corporate strategies and planning their implementation. 2005.

Worked as a project manager and writer to record a workshop requested by California Public Utilities Commission (CPUC) on third-party financing of energy-conservation projects. Then managed transcribing the recording, and wrote the official report, which was distributed statewide to government, educational and not-for-profit entities. 2004.

Edited *Direct Contact*, a monthly email distributed to all customer service employees. This involved editing the transcript of a monthly question-and-answer session conducted at service centers by SCE executives. 2004—2006.

In addition to writing a number of product sheets, designed and wrote the booklet that documented the SERP (Super Efficient Refrigerator Project), which was successful in motivating manufactures to bring more efficient refrigerators to market years before they would have otherwise. 1998—2000.

Automotive

Hyundai Motors America, 2006

Designed a sales managers' workshop for nation-wide instructor-led training. This included developing a leader's guide, PowerPoint presentation, student exercises and participant's guide.

Lexus Division of Toyota Motor Sales, 2004

Revised instructor-led training and developed instructor guides for brand training to support the international expansion of the Lexus brand.

Performance Strategies, Inc., 2003—2004

Designed and maintained the company website and developed sales training courseware designed for the automotive market.

Toyota Web Projects, 1998—2000

Wrote and managed projects including proposal development and marketing communications for the launch of the *Dealer Daily* business-to-business private network, the University of Toyota website, corporate policies and procedures for domain names, and a lead delivery website.

Carlson Marketing Group, 1992—1993

Provided instructional design and writing on projects ranging from proposals to direct mail to Ride & Drive tours, primarily for Mazda, including standing in as a creative director.

BOOKS PUBLISHED

Scriptwriting for High-Impact Videos. Belmont CA: Wadsworth, 1992, 2008; author.

The Emerging Digital Future. Philadelphia: Boyd & Fraser, 1996; co-author.

EDUCATION

BS Journalism, University of Florida, Gainesville.

Graduate teaching assistant in Media Arts, University of South Carolina, Columbia.

PROFESSIONAL ORGANIZATIONS

ASTD (American Society for Training and Development).

ISPI (International Society for Performance Improvement), former board member for Los Angeles chapter.

PMI (Project Management Institute)