

M. PAULETTE WILKINSON

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INSTRUCTIONAL DESIGNER

E-LEARNING | NEXT-GENERATION LEARNING | LEARNING SOLUTIONS

TRANSFORMING TECHNICAL CONTENT INTO MEANINGFUL AND ENGAGING LEARNING EXPERIENCES

Results-focused instructional design professional with expertise and success in affecting organizational performance through innovative learning solutions. Effective in evaluating content, applying design principles, and prescribing delivery methods. Skilled in utilizing technology and automation to increase efficiency and optimize business performance. Practiced at managing projects and complexity in fast-paced, high-pressure environments. Enthusiastic trend watcher—with strong knowledge of e-learning.

CORE SKILLS AND QUALIFICATIONS

- Team Leader
- Project Management
- Design Principles
- Scenario-Based Design
- Job Aids and Performance Support
- Technical Course Narration
- Technical Content Editing
- Preparing Instructional Objectives
- ILT to e-Learning Conversion
- Rapid e-Learning
- Vendor Management
- Information Sequencing

PROFESSIONAL EXPERIENCE

PALO ALTO NETWORKS, Santa Clara, CA

2016—Present

INSTRUCTIONAL DESIGNER (2016—Present)

Use Storyline 2, Camtasia 9, Audacity, Snagit, TextAloud, and other tools to design and deliver learning products in a variety of formats including print, graphics, audio, video, and animation technologies; develop templates; work with course developers and subject-matter experts to create training modules for customer-facing online courses; create project plans; and manage course projects from inception to completion. Edit technical content.

- **Convert instructor-led courses into interactive, engaging e-learning courses.**
- **Define process and schedule.**
- **Narrate hours-long customer-facing courses.**
- **Repeatedly met very aggressive timelines** while enhancing course quality.

NETAPP, INC., Sunnyvale, CA

2008—2016

TECHNICAL CONTENT DEVELOPER (2009—2016)

Consulted with subject-matter experts, enabling them to design and produce more effective learning products. Designed, edited, graphically enhanced, animated, narrated, and synched rapid e-learning courses. Produced pre-Sales, customer-facing, compliance, and technical courses. Trained, managed, and supervised contractors. Provided quality assurance. Attended planning meetings to provide feedback to management regarding status of high-level, time-sensitive courses. Identified ideal delivery methods, including whether a course was produced in-house or by an outside vendor. Edited and enhanced video; audited and edited audio files.

- **Reduced course production time from weeks to days.**
- **Provided audio narration for more than 250 internal and customer-facing courses.**
- **Led the production team to more efficiency** through guidance and training.
- **Produced courses using a variety of tools**, including Brainshark, Camtasia, iSpring, Microsoft PowerPoint, Captivate, Acrolinx, Audacity, TextAloud, and Adobe Fireworks.
- **Identified and recommended additional tools** that aided in the production of courseware and learner engagement.

PROFESSIONAL EXPERIENCE (CONTINUED)

TECHNICAL EDITOR (2008—2009)

Managed the editorial review process, reviewed documents, and approved, recommended, or revised content as required. Shared best practices with developers. Enhanced engagement process. Raised the caliber of course descriptions.

- **Edited more than 16,000 pages of technical content annually**, equaling more than 900 seat hours of training.
- **Created Editorial Review Request documentation and review process** that was one-fifth in length of its precursor, making it very quick and easy for developers to use.
- **Taught developers how to prepare courses for editorial review** to improve their content development skills and speed the review process.
- **Researched and benchmarked** internal and external course descriptions, and then created a job aid for developers to use when writing course descriptions.

HEWLETT-PACKARD COMPANY, Palo Alto, CA

1994—2004

FINANCIAL PROGRAM SPECIALIST (1998—2004)

Part of a six-person team that supported the entire Hewlett-Packard Company and Agilent Technologies U.S. population of participants in the Retirement Plan. Calculated and disbursed pension benefit payments under the direction of court orders and Federal regulations.

- **Created and delivered instructor-led training on pension benefits** to call-center employees.
- **Set up Agilent's phone and e-mail message boxes** after Agilent HR was disbanded, and then took 100% ownership.
- **Successfully located more than 100 former employees** due pension benefits by using the Internet, Social Security Number traces, and employee records.

EDITOR/MARKETING PROGRAM INTEGRATOR (1996—1998)

Edited press releases, white papers, fact sheets, and technical backgrounders while adhering to Associated Press (AP) Stylebook and HP style guide, collaborating closely with Corporate Treasury, Corporate Legal, Corporate Development, and all HP businesses. Exercised solid understanding of HP's business strategies and financial-disclosure practices. Distributed press releases worldwide. Maintained direct relationships with outside vendors. Oversaw production of materials to ensure HP standards of quality were met.

- **Provided expert editing under hard deadlines.**
- **Ensured message and style consistency**, protecting the HP brand.
- **Planned and executed logistics** for the communication of new product information to internal and external PR contacts.

EDUCATION

MASTER OF ARTS (M.A.), EDUCATIONAL TECHNOLOGY—SAN DIEGO STATE UNIVERSITY (2013)

MULTIPLE SUBJECT TEACHING CREDENTIAL—SAN JOSE STATE UNIVERSITY (1992)

BACHELOR OF ARTS (B.A.), LIBERAL STUDIES—SAN JOSE STATE UNIVERSITY (Graduated with Great Distinction 1990)