SHONIA BROWN

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strategic thinker, activator, futuristic, individualization, input

SUMMARY

- Innovative and accomplished instructional designer and technical writer with 20 years of experience designing and developing interactive training content and context-sensitive online help that increases workplace proficiency, promotes employee retention, and enhances customer software product knowledge.
- Possesses a growth mindset that uses storytelling and iterative development to enhance the learner experience.
- Proficient with e-learning development software and knowledge of emergent and current technologies.
- Uses the ADDIE model and adult learner principles to develop a training curriculum that addresses different learning styles.
- A detailed-oriented, quick study, innovative, and passionate about digital technology.
- Effective interpersonal skills that foster cooperative relationships within design studios and cross-functional teams.
- Results-oriented professional with a reputation for delivering high-quality projects on time and within budget in a deadline-driven environment.

PROFESSIONAL EXPERIENCE

Senior Instructional Designer
Verizon, Alpharetta, Georgia   2020 – Present

- Provides consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate the training needs of Verizon associates.
- Creates learning solutions that are engaging, fun, and innovative to help Verizon associates transform how people and businesses connect.
- Creates courseware for compliance accountability, new hire onboarding for Verizon associates and contractors, and new product launches.
- Creates a variety of learning experiences (e.g., instructor-led, workshop, on-the-job learning, and online and mobile learning) for Verizon associates.
- **Documented best-in-class practices** for creating and distributing course communications to Verizon Enterprise and specific workgroups.
- **Instrumental in increasing the development and delivery of courses** on time and under budget as a project manager who manages and participates in the actual development of the projects.
- **Increases employee awareness** by developing podcasts, social media communications, and team volunteer activities.
- Produces digital-exclusive content for Global Learning and Development through company video platform VZTube and social media platform Instagram.
- Uses the ADDIE methodology and a creative spirit to "build-to-think" learning content so that Verizon associates can be the best and help enhance the organizational culture and bottom line.
- Uses xAPI technology, knowledge checks, and surveys to assess and enhance learner comprehension.
- Facilitates After-Action reviews to obtain feedback that will enhance courseware and training.

Software Skills:

AI Technology
- ChatGPT
- Kaiber
- Lexica.ai
- MidJourney
- Synthesia
- Vyond

Audio Editor
- Adobe Audition

Authoring Programs
- Adobe Captivate
- Articulate Storyline 360
- AuthorIt
- Bridge LMS
- Canvas LMS
- MadCap Flare

Image/Video Editing
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Allego
- Techsmith Camtasia
- Techsmith SnagIt
- Vyond

Knowledgebase/Analytics
- Atlassian Confluence
- Salesforce
- Zendesk

Microsoft Products
- Office 360
- Project
- SharePoint
- Visio

Project Management:
- Atlassian JIRA
- MKS Integrity Center
- Smartsheet

- Conducts train-the-trainer sessions for leadership performance programs.
- Performs as project manager and lead designer for large-scale, public-sector projects that require strong interpersonal, communication, and time management skills.
- Applies new learning approaches and tools to create an engaging curriculum that addresses complex issues.

Learning and Development Consultant
Contract, Alpharetta, Georgia   2019-2019

- Developed courseware that translated business needs into engaging and innovative content that supported a sales enablement team.
- Managed the Learning Management System (LMS) for sales courses and collaborated with other LMS administrators from different workgroups.

Senior Instructional Designer
Cisco, Alpharetta, Georgia   2018-2019

- Designed instructional material for asynchronous, synchronous, and blended learning curricula, including e-learning courses, video tutorials, instructor-led training (ILT), and virtual instructor-led training (VILT) to address different learning modalities.
- Used the ADDIE methodology and a creative spirit to "build-to-think" learning content so that trainers could successfully conduct VILT for Stealthwatch Enterprise software clients.
- Collaborated with cross-functional teams to create, deliver, and maintain courseware.

Instructional Designer/Sr. Technical Writer   2016 - 2018
SAI Global, Alpharetta, Georgia

- Provided consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate documentation and training needs of internal and external customers using the SAI Global governance, risk, and compliance enterprise software.
- **Instrumental in developing and facilitating the first onboarding program** for the Americas region of SAI Global that enhanced employee productivity and retention.
- **Increased the registration and attendance of customers by 50%** for the annual customer conference through promotional videos and social media advertisements.
- **Instrumental in developing the styles and standards for video production** used as the foundation for the first SAI Global Video Style Guide.
- Analyzed Product Development and Marketing business requirements, use cases, and process flow to write design documents, learning objectives, course content scenarios, user flows, user interactions, and evaluations for internal and external customer training needs.
- Developed learning modules from storyboards and deployed them to the Learning Management System (LMS).
- Worked with Product Management, Account Teams, Marketing, and Professional Services to create social events, compelling messages, stories, and branding for community-based initiatives.
- Developed instructional interactions and simulations using Adobe Captivate and TechSmith Camtasia.
- Participated as an active member of Scrum teams on time-sensitive, high-priority work streams within an Agile environment.
- Provided UX design support for SAI Global compliance software user interface (UI) functionality.

Web Design/Design Tools:
- Adobe Dreamweaver
- Figma
- Google Sites
- WordPress
- Wix

Languages:

Web page Products
- HTML/XHTML

Scripting Products
- JavaScript

Database Products
- SQL
- XML

Communications:
- BlueJeans
- Cisco WebEx
- Slack
- VPN Remote Access

Social Media:
- Facebook
- Instagram
- LinkedIn
- Twitter
- Vimeo
- Yammer

- Managed the styles and standards guide for digital content creation and deployment for online help, product demos, video tutorials, training curriculum, event marketing, webinars, and podcasts.
- Mentored junior writers/interns to enhance technical communication skills and increase performance and productivity.

Senior Technical Writer (Consultant).   2015-2016
AT&T, Atlanta, Georgia

- Developed online content for the AT&T central repository for digital design standards across all mobile, tablet, and desktop.
- Created concise, conversational copy providing actionable information for agencies, developers, information architects, vendors, visual designers, and writers.
- Managed the content development lifecycle from initial concepts to writing, copy editing, final review, publishing, ongoing review, and content maintenance.
- Identified areas of improvement and managed the implementation of enhancements through effective evaluation and communication.
- Contributed to innovative user interface design, graphics optimization, navigation, site layout, and usability design.

Senior Technical Writer   2015-2015
Worldpay, Atlanta, Georgia

- Provided consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate the training needs of both internal customers to ensure compliance and regulatory standards.
- Created digital content for product and service promotions through Salesforce and Worldpay sales team initiatives.
- **Created a robust Policy and Procedure Governance framework that improved** the organization's ability to identify, aggregate, migrate, and monitor organizational risks.
- Worked with account management and learning and development to create compelling messages, stories, and branding through multimedia projects.
- Collaborated effectively with cross-functional teams, including but not limited to Industry Relations, Information Technology, Legal, Operations, and Product Strategy, for remediation of documentation deficiencies identified through internal and external audits.
- Developed and managed project assessments, style guides, corporate communications, SharePoint repository, and standard operating procedures as an integral member of the Policy and Procedure Governance.

Instructional Designer/Sr. Technical Writer   2013-2014
Ipswitch, Inc., Alpharetta, Georgia

- Provided consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate the training needs of internal and external customers using the Ipswitch IT enterprise software
- Created digital content of high-level solutions for new and existing products with the goal of audience engagement on digital platforms.
- Designed instructional materials for online help, release notes, knowledge-based articles, and video tutorials to address different learning styles and product support.
- Created training content, how-to guides, knowledgebase articles, online help, release notes, user guides, and video tutorials to address different learning styles and product support.
- Identified areas needing improvement and managed the implementation of enhancements through effective evaluation and communication.

- Collaborated with subject matter experts to develop instructional content for internal and external customers to enhance software product knowledge.
- Created best practices for training methods and tools for SCORM compliance.
- **Instrumental in expanding the organization's digital content** for external users and internal support team by creating the first Ipswitch Video Style Guide and library of product demos and tutorial videos.
- Participated as an active member of Scrum teams on time-sensitive, high-priority work streams within an Agile environment.

Instructional Designer/Documentation Specialist   2012-2013
Brickstream Corporation, Norcross, Georgia

- Provided consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate the training needs of internal and external customers using the Brickstream business intelligence software and mobile device enterprise software.
- **Reduced customer calls and increased the technical support team's productivity** through developing and distributing job aides, quick reference guides, how-to videos, knowledgebase articles, and online help.
- Created business requirements, e-learning content, online help, and web content to support business intelligence software and mobile device products.
- Created and facilitated a blended training program for the Customer Support Team.
- Created job scenario-based training using storyboards and facilitator's guides.
- Developed and facilitated both onboarding and product training programs.

Documentation Specialist   2009-2012
NCR Corporation, Duluth, Georgia

- **Minimized risk, prevented service disruption, and increased productivity** by leading the knowledge transfer initiative to document standard operating procedures and create a SharePoint repository for ongoing review and content maintenance.
- Identified business requirements, developed prototypes and test plans, validated hardware and software, performed peer reviews, and collaborated with cross-functional teams.
- Created how-to guides, knowledgebase articles, online help, release notes, and user guides to support ATM hardware installations.
- Identified areas of improvement and managed the implementation of enhancements through effective evaluation and communication.

Instructional Designer/Senior Technical Writer   2002-2009
Burgess Information Systems, Duluth, Georgia

- **Minimized risk, prevented service disruption, and increased productivity** by leading the quality assurance testing for the on-time and under-budget delivery of a conversion project for the company's flagship software.
- **Increased brand awareness** by revamping the company's website and online presence.
- Developed and delivered both onboarding and product training programs.
- **Minimized risk, prevented service disruption, and increased productivity** by leading the quality assurance testing for the on-time and under-budget delivery of a conversion project for the company's flagship software.
- Provided consultative services to stakeholders and subject matter experts to analyze, design, develop, implement, and evaluate the training needs of internal and external customers using the Burgess Information System pharmaceutical benefit management enterprise software.
- **Instrumental in developing and facilitating the first onboarding program** for Burgess Information Systems Call Center Representatives in Atlanta, Georgia, and Clearwater, Florida.

- Analyzed and measured learning and development programs for onboarding and product training to ensure they met adult learner and organizational needs.
- Collaborated with the leadership team and subject matter experts to analyze content and provide recommendations for best practices and delivery methods.
- Gathered requirements and wrote design documents, learning objectives, course content, scenarios, user flows, user interactions, and evaluations.
- Managed the styles and standards for digital content creation and deployment for online help, RFPs, training curriculum, and event marketing.
- Performed as an implementation specialist, account manager, trainer, technical writer, web designer, and quality assurance analyst at various times of employment with this organization.

Instructional Designer/Procedural Analyst   2000-2002
MetLife, Atlanta, Georgia

- **Minimized risk, prevented service disruption, and increased productivity** by leading the knowledge transfer to document standard operating procedures and onboarding program.
- **Increased the Guidelines and Standards team's productivity and reduced employee attrition** through recruiting and mentoring junior writers.
- Created policies and procedures, job aides, how-to guides, quick reference guides, and training materials for account managers.
- Converted large amounts of information into formal and effective education deliverables.
- Met with business and technical teams to assess learning and training needs and developed training collateral.

EDUCATION

Media-Instructional Technology, Master of Education   Graduated: December 2018
University of West Georgia, Carrollton, Georgia

English-Education, Bachelor of Science Degree   Graduated: December 1993
Georgia State University, Atlanta, Georgia