

Tom L. Hall
Instructional Designer/eLearning Developer
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Summary

- Expert in use of various versions of Storyline and Articulate 360 (Storyline and Rise) and I have developed for both desktop and mobile devices (10 yrs)
- Expert with the usage of Microsoft Visual Studio
- Familiar with use of SalesForce
- Familiar with Credly Badging
- Working knowledge of mySQL Databases
- Experience with Microsoft Expression Web for website development
- Experience with Workday and the Rustic Content Controller
- A certified Degreed Curator with experience with the Degreed Upskilling and Learning Platform
- Experience with Google Drive, Google Docs and Google Sheets
- Experience with Smartsheet for project management
- Two years experience in the use of Xyleme
- Expert in use of Adobe Captivate (4.0, 5.5, 6, 7, 8) with a major focus on the development of software simulations and assessments (4 yrs)
- Expert in use of Articulate Studio 360: Engage, Presenter, and QuizMaker (5 yrs)
- Over 25 years of experience in the development and delivery of presentations, workshops, and technical documents including 20+ books/technical manuals.
- Expert in use of Camtasia Studio
- Expert in the planning, design, and development of CD-ROM and e-Learning content (Web-based) using ToolBook (20 yrs)
- Proficient in use of RoboHelp 9 (7 yrs)
- Proficient with Adobe Presenter (1 yr)
- Expert in use of PowerPoint for ILTs/vILTs
- Proficient in use of Paintshop Pro, Photoshop, Snagit, and Camtasia for graphics and video (9 yrs)
- Proficient in use of Audacity for audio recording and editing (4 yrs)
- Proficient in use of Office products (Word, Excel, PowerPoint, Access, Outlook) and FrontPage
- Formerly an expert ToolBook trainer and consultant
- 14 years' experience in project management for both small and large scale projects
- 7 years' experience as community college instructor where I was responsible for the development and delivery of course materials to adult learners (syllabi, lecture notes, classroom lectures, computer-based training and practice assessments, virtual lab exercises)
- Proficient in use of the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation) as an Instructional Systems Design (ISD) model
- Proven track record in completing projects on time and on budget
- Excellent analytical and problem-solving skills
- Ability to motivate and lead cross-functional teams and professionals of all levels
- Excellent communication, technical writing, and presentation skills
- Demonstrated client relationships and interpersonal skills
- Skilled in the creation of templates and rapid development tools in ToolBook, Captivate, and Storyline
- Particularly skilled in planning, design, development, deployment, and evaluation of performance-based software simulations using ToolBook
- Skilled in the development of Assessments in ToolBook
- Skilled in the development of learning activities that are SCORM compliant
- Skilled in performing testing and QA of learning modules
- Knowledgeable in the use of Learning Management Systems including Blackboard and the SumTotal LMS
- Working knowledge of Flash CS 5.5 and ActionScript 3.0
- Working knowledge of database setup, use, and queries (Access and SQL)
- Proficient in HTML, JavaScript, and Web site development
- Some degree of proficiency in use of video capture and editing tools including Camtasia Studio

- Proficient in use of a variety of Web collaboration/delivery tools such as Adobe Connect/Breeze, WebEx, Live Meeting, Skype, Microsoft Office Communicator, Lync, Zoom, MS Teams, Slack, etc.
- Comfortable with web, phone, e-mail, and onsite training and consultations
- Proficient in use of SharePoint and the development of SharePoint Resource Centers
- Proficient in use of TextAloud for Text to Voice Conversions
- Strong background in technical writing, review (QA), and editing (20+ books and numerous instructional manuals and journal articles)
- Proven record as a face-to-face presenter and trainer (workshops, conference presentations, etc.)
- Strong background in development of SCORM compliant learning content and working knowledge of several different LMSs including the SumTotal LMS

EDUCATION

- BA, Chemistry, Berry College, Mt. Berry, GA, 1971
- MS, Inorganic Chemistry, Univ. of Georgia, Athens, GA, 1975
- Secondary Level Teacher Certification, Fort Hays State University, Hays, KS, 1984

SUMMARY OF WORK EXPERIENCE

Diversant for Verizon Learning and Development Instructional Designer/Developer/Degreed Curator

Dec 2021 – May 2023

Contract work (remote) on behalf of Diversant with a Verizon Learning and Development group that primarily delivered training to Verizon Partners. This work involved two primary components.

The first component of the work involved curating content and deploying it via the Degreed Upskilling and Learning Platform. Degreed provides the ability to set up Learning Plans and Learning Pathways that are specific to an end-user's job. Learning Plans and Learning Pathways were created for eight different business segments that are part of the Verizon Partner Program. The various Learning Plans link out to various Learning Pathways that contain curated content including posts, Storyline and Rise courses, videos, articles and tasks. A Featured Learning Plan was created that provides links and information about the Verizon Partner Program. This plan is a launch point for annual Compliance courses as well as Learning Plans with Pathways specific to each of the eight business segments that were identified. Those included Mobility Co-Sell, Wireless Business Agent, Wireline Business Agent, Select Wireless Sub Agent, Select Wireline Sub Agent, Wireless Alternate Channels, Wireline Alternate Channels and Wireline Global Business Agents. Once a learner is in their specific Learning Plan, they also have access to their Compliance courses, Pathways that provide information about specific products they sell and Pathways to various systems they need to know how to use based on their business segment. The Featured Learning Plan also has links to various content Providers of content, both internal and external. This work also involved setting up Credly Badges to be awarded for completion of various required Learning Pathways including Compliance and Product Knowledge. In this role, I worked closely with the Project Lead and my Manager who served as SMEs where I gathered the content needed for the various business segments. The content included annual compliance courses, information about products they sold and systems they needed to know how to use.

The second component was eLearning design and development using Articulate 360 (Storyline and Rise) to develop new eLearning content along with updating existing courses for delivery to the Verizon Partner Program via Verizon's LMS which was migrated from VZLearn to Workday. The content included a variety of products and solutions that partners sell on behalf of or with Verizon. I developed Templates for both Storyline and Rise development along with Block Templates in Rise for use by team members, allowing for consistency across the team.

In addition to the above components of the job, I was involved in the migration of existing VZLearn LMS courses to Workday using Content Controller, a platform for the centralized management and distribution of learning content to learning management systems. This also involved deployment of courses as SCORM packages to the Rustic Content Controller to then be connected to Workday.

Google Docs and Google Sheets were used with all files related to the projects stored on a Google Drive for easy access and sharing to all team members and SMEs.

I have worked with VZKnowledge for document deployments and I am familiar with InfoManager, Learning Albums, Allego and IC Insite.

Another part of the job was the creation of several technical documents to serve as Job Aids for team members who needed to know how to use Degreed and curate in Degreed as well as a need to know how to use Rise and Storyline for new course development and updates. Additionally, I created Job Aids on how to publish and deploy the courses to the Rustic Content Controller for subsequent connection to Workday.

**Origin Learning for VMware
Instructional Designer/Developer**

Feb 2018 – Dec 2021

Contract work (remote) on behalf of Origin with VMware as their client using Xyleme, Storyline 360 and Articulate Storyline's associated Team Slides and Review features. I worked with Xyleme as an eLearning development tool for around 2 years of this contract. During that time, I developed an extensive job aid on how to use the templates I created and the basics of Xyleme.

The Storyline work included extensive use of layers, triggers, states, actions, custom player options and variables. The Media Library was used to easily work with images. Audio was used for all courses and the audio was synched with animations on many slides. Videos were used as needed. All courses included Knowledge Checks for self-assessment. Most development involved converting PPTs used in ILTs into Storyline for eLearning deployment via various LMS's (Internal and External). I was responsible for setting up, publishing to SCORM standards and deploying/testing to those LMS's. Additional work involved maintenance and updating of existing courses including rebranding (updating to current brand standards).. Storyline 360 was one of the current tools of choice for updating older content and creating newer content. The content was primarily for Sales Professionals (Inside Sales and Sales Partners) and involved getting that audience up to speed with new solutions and products that are part of VMware's offerings. In this role, I was proficient in the use of Perforce for file storage and management, SharePoint, and MS Teams. I was the Learning Programs Team lead for the development and maintenance of PPT Storyboard templates and Storyline Templates as well as process and standards documentation. The various Storyline templates made use of Master Slides and Layouts. I also helped with the onboarding of new Instructional Designers (full time and contractors) as needed. My last work also involved course development using Articulate Rise. As part of this effort, I developed Block Templates for use in rapid development along with Rise Templates for VSP (VMware Sales Professionals) and VTSP (VMware Technical Sales Professionals) curriculums.

**ATS Training and Consulting for Various Clients
Instructional Designer/Developer**

Sept 2017 – Feb 2018

Contract work on behalf of ATS for various shorterterm projects including Verizon (last assignment). Development was done in Storyline 2, Storyline 3 and Storyline 360 and we used Articulate Review for the review part of the development process (Storyline 360). In projects preceding Verizon, in addition to Storyline development, PowerPoint was used for development of ILTs (Daily Debriefs and Role-Playing Exercises) and in some cases PowerPoint was used for storyboarding. The Storyline work included extensive use of layers, triggers, states, actions, custom player options and variables. Storyline templates involved extensive use of Master slides. Part of the last assignment work with Verizon was developing eLearning for a One Fiber project with a focus on sales and system training but there was some Job Aid development. I worked on various Storyline templates used for this and other projects. I also did some Virtual Coach videos using Camtasia Studio. This work was 100% remote.

**American CyberSystems for Verizon
Instructional Designer/Storyline Developer**

August 2013 – Sept 2017

I was on an assignment working with American CyberSystems (formerly with United Information Technologies who went out of business) as a contract designer and developer for Verizon's Learning and Development group. The work involved the use of Microsoft PowerPoint to storyboard and design eLearning modules and then the development was done in Articulate Storyline. Storyline 2 was used to develop a variety of different eLearning modules including new employee hire training, soft skills, product training, exams, and process/systems training/software simulations where the instructional model includes a presentation of content with interactivity and some self-check questions, followed by a demonstration of a

For this project, I was on a team that created a Rapid Development Suite, a set of tools developed entirely in ToolBook that allowed us to create our storyboards in ToolBook and then automatically build the lessons using a set of pre-programmed starters and template pages and an authoring engine written in OpenScript. Additionally, we built a Comment Collector system for use during the various QA Review cycles and a Project Data Management System for project management.

I also was experienced in the deployment of SCORM content for the Verizon LMS. During the seven year timeframe, the team developed 25+ e-Learning courses with many courses containing 20-50 modules. Most of the training was created for Call Center Representatives and Service Technicians with a focus on system software training. This was 100% remote work.

Independent Contractor and Self-Employed

January 1998 – September 2003

I began writing books on ToolBook and various multimedia tools such as Flash and PaintShop Pro.

I was a contract trainer (Instructor Led Training) for Asymetrix/SumTotal and conducted numerous ToolBook training sessions (3 day and 5 day courses) for 3 years of this period. At that time, I became an independent consultant, trainer and developer and performed these services for numerous clients (short-term contracts) in the US with ToolBook as the primary authoring tool.

My focus was on the use of the Actions Editor and Simulation Editor for creating modules to be delivered via the Internet and Learning Management Systems.

I also concentrated on building templates for rapid development. A comprehensive summary of work performed during this time can be found in the **CD-ROM Projects** and **Web Projects** sections of this resume.

Chemistry Instructor at Pitt Community College

August 1990 – December 1997

I taught Chemistry for Health Sciences and I was an early adopter of technology use in education including introducing multimedia computers in the classroom and early use of the World Wide Web.

I worked as a technical resource for 2 different curriculum improvement projects. During this time, I was named a Syllabus Scholar, one of 5 academics chosen by Syllabus Magazine to present workshops and seminars throughout the US and Puerto Rico on technology in academics.

ToolBook was the primary authoring tool for the learning resources developed during this time.

Other Work

Over the years, I have provided Articulate Storyline, Articulate Studio, ToolBook, Captivate, Adobe Presenter, and RoboHelp training, consulting, instructional design and development to various clients through my small S-Corporation, TCC Publishing, Inc. As an Independent Contractor (self-employed), I also wrote and published 20+ books (mainly on the use of the various versions of ToolBook).

Consulting, Instructional Design and Development jobs included:

- 4D Global – worked on a team developing web-based modules for training on the use of a flight training aircraft used by the Royal Saudi Air Force. The authoring tool used was ToolBook and the LMS used was Tracker.net. The modules included graphics, audio, and some animations along with practice questions and feedback.
- Dominion Power and Dominion Credit Union – developed online Assessments that were required for job certifications in the Nuclear Power Plants and Assessments to test employees' knowledge of Credit Union and banking operations.
- Bayer Crop Science – developed several e-Learning courses on various new crop science products being developed and certified for sale by Bayer. The modules included graphics and practice questions with feedback.

- College of American Pathologists – developed Online Assessments and some e-Learning content that was delivered to all certified Pathologists in the US.
- Innovative Learning, LLC. – developed ToolBook content and troubleshoot various ToolBook modules that were created for learners in the commercial real estate business. This was mostly soft skills training. A module tracking system was set up using an Access Database and ASP pages.
- National Institute for Standards and Technology, Radiological Sciences Division - developed web-based training using ToolBook for a variety of radiation safety courses.
- A-T Solutions – a CD-ROM project that involved testing and debugging of their Self-Paced Education on Electronic Devices (SPEED) Computer-Based Training application. A-T Solutions is the world's leading anti-terrorism and Counter-terrorism Company.
- Fourth Star Consulting LLC – developed 2 web-based training courses on nuclear power plant operations using ToolBook.
- Jackson National Life Insurance – developed several insurance claims processing training modules using ToolBook.
- Humana Insurance – developed several life insurance policies and benefits modules using ToolBook.

ACCOMPLISHMENTS

Books Written and Published

I have written and published a total of 21 books, mostly on the various versions of ToolBook. These include:

- Utilizing ToolBook to Develop Multimedia Presentations, a small training manual for Multimedia ToolBook 1.53, a multimedia authoring package from Asymetrix Learning Systems, Inc.
- Utilizing Multimedia ToolBook 3.0 and Applications CD-ROM available from Boyd Fraser Publishing Company and International Thomson Publishing.
- An Introduction to Macromedia Flash 5
- An Introduction to ToolBook II Instructor 8.
- An Introduction to ToolBook Instructor 8.5/The Actions Editor and Simulation Object in ToolBook Instructor 8.5 (a 2-volume set),
- The Actions Editor, HTTP Post, and Simulations in ToolBook Instructor 2004, and An Introduction to ToolBook Instructor 2004.
- An Introduction to ToolBook Instructor 9.
- An Introduction to the Actions Editor, Simulations, and HTTP Post in ToolBook Instructor 9.

Publications

In addition to the books I have written and published, I have 17 publications in various professional journals (7 of these in the area of chemical research, my former profession before devoting full time efforts to ToolBook and multimedia).

Presentations

From 1992 until 2008, I delivered around 80 presentations, mostly on the use of ToolBook. Many of these presentations were made at the annual League for Innovation in Community Colleges meetings. Over a period of 9 years, I was one of the primary faculty members at the annual ToolBook User's Conference, sponsored by Platte Canyon in Colorado Springs. I presented introductory sessions on ToolBook, the Actions Editor, the Simulations Editor, and HTTP Post.

Workshops

From 1996 to 2008, I conducted around 60 hands-on training workshops on the use of ToolBook and other multimedia tools. In the early years many of these workshops were part of a role I had as a Syllabus Scholar. During this time, several of my workshops were part of a role I had as a TBCON (ToolBook User's Conference) faculty member.

Syllabus Scholar Workshops

As a former educator, I was one of five Syllabus Scholars, a group of Syllabus Conference and workshop faculty who demonstrated excellence in the application of education technology and outstanding scholarship in training their peers in its use. This group provided direction for continued development of the curriculum for education technology offered at Syllabus workshops and conferences. As a Syllabus Scholar, I traveled throughout the US and Puerto Rico for several years conducting hands-on workshops on the use of a variety of multimedia development tools.

ToolBook User's Conference Workshops

As an annual ToolBook User's Conference (TBCON) faculty member, I conducted several Pre-Conference workshops on ToolBook. The ToolBook User's Conference is an annual gathering of some of the top experts and users of ToolBook and draws a good international audience each year.

CD-ROM Projects

From 2000 to 2006, as an Independent Contractor/self-employed, I developed a variety of CD-ROM projects using ToolBook.

These included:

- KI (Green Bay, WI) - 3 CD-ROM projects. One of these won the First Place Award for ToolBook CBT Project--Interactive 2000 Awards Sponsored by Click2learn.com.
- Center for Support of Families (NC) – Developed 4 CD-ROM training CDs for the State of Georgia.
- Mangi Environmental (McLean, VA) – Developed 4 CD-ROM projects as part of several large government contracts.
- Instrux, LTD - Developed a CD-ROM training product titled Learning Microsoft Office Visio 2003 for Instrux and Microsoft Corporation. This project made extensive use of the Simulation Object in ToolBook Instructor 8.6.

Web Projects

From 2000 to 2006, as an Independent Contractor/self-employed, I developed a variety of Web-based Training (WBT) projects. All of these projects were developed using the various versions of ToolBook.

These included:

- NASFAA – In 2001 I consulted and developed for a large Web Training project through NASFAA (National Association of Student Financial Aid Administrators located Washington, DC).
- Arrow Electronics - During the winter of 2002, I worked as a contractor for Geneva Consulting Group on an onsite job for Arrow Electronics, Inc (Operations Training Department) on Long Island, NY. For this project, we successfully converted content from a series of mainframe-based CBT courses into a web-based training format using ToolBook.
- USDA - During 2002 and 2003, I maintained a Services Contract with USDA/NEDC (Ft. Worth, TX) to provide consulting and technical support for several of their Web Training products.
- ComSys - This project involved the conversion of a legacy CBT (originally delivered on CD-ROM) to a Web-based application. The application was provided by the Biscuit and Cracker Manufacturers Association. A total of 4 modules (4 CD-ROMs) in both English and Spanish were completely reprogrammed from the original OpenScript coding environment to the Actions Editor coding environment.
- Other consulting clients include the University of Miami Medical School (Department of Anesthesiology), USDA (Ft. Worth, TX), the DC Children's Hospital (Washington, DC), and SIOR (Society of Industrial and Office Realtors, Washington, DC). I have also done several small jobs for Martindale-Hubbell/LexisNexis (New Jersey), Martin Community College (North Carolina), and the Railway Educational Bureau (Omaha, NE). Several of these projects made use of HTTP Post to store user data in a database on a Web Server.

AWARDS

- 1st Place Award for ToolBook CBT Project -- Interactive 2000 Awards Sponsored by Click2learn.com
- Member of Verizon Team for SumTotal ToolBook Design Awards Winner, TBCON 2004
- Winner of Award of Merit -- Society for Technical Communication, Houston, 2005
- Member of Verizon Team for SumTotal Systems ToolBook Design Awards - Best ToolBook Productivity Tool Award Winner, TBCON 2005
- Lee Karns and Tom Hall, SumTotal Systems ToolBook Design Awards - Best ToolBook Productivity Tool Award Winner with SmartSim for ToolBook Product, TBCON 2007
- SumTotal Systems ToolBook Design Awards - Best ToolBook Content for iPhone/iPod Touch Mobile Devices, TBCON 2008

SUMMARY OF EDUCATIONAL WORK EXPERIENCE

Pitt Community College, Greenville, NC, 1990-1997

Instructor of chemistry in the Science Department teaching Chemistry for Health Sciences and a College Transfer series for Chemistry.

Beaufort County Schools, Washington, NC, 1987-1990

Full time junior high school teacher of math and science classes.

Unified School District 489, Hays, KS, 1986-1987

Substitute teacher at the middle school and high school level in a variety of subjects.

Unified School District 489, Felten Middle School, Hays, KS, 1985-1986

Teacher for the school district at the middle school level.

Fort Hays State Univ. Dept. of Chemistry. Hays, KS, Fall 1983

Chemistry instructor including supervision of general and introductory chemistry laboratories.

University of Georgia, Athens, GA 1972 to 1975

Graduate student, teaching assistant. Conducted thesis research in the area of synthesis, purification and characterization of some unique polynuclear transition metal carbonyl complexes.

University of Tennessee, Knoxville, TN 1971-1972

Graduate teaching assistant for general chemistry classes.

SUMMARY OF CHEMISTRY WORK EXPERIENCE

Analytical Chemistry Group Leader, Bionetics Corporation, Athens, GA, 1980 to 1983

Analytical Chemist, Bionetics Corporation, Athens, GA, 1977 to 1979

Research Technician II, Dept. of Entomology, Univ. of Georgia, Athens, GA, 1975 to 1977

Radiological Sciences Division of Savannah River Laboratory, Aiken, SC Summer 1970