

# WILLIAM R. PROBECK'S RESUME

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## Director of Learning & Development, Senior Instructional Designer

- Exhibiting expert command of numerous technical subjects designed clear and understandable elearning courses, system documentation, user manuals and training courses for Air Force pilots and various engineers.
- Training of internal staff and external members led to expedient comprehension of adult learning tools.
- Hands-on management and design contributions led elearning team to design multiple high-level web content that exceeded budget and yearly forecasts.
- Innovator skilled in originating elearning courses/workshops on wide-ranging topics, including accounting, leadership, billing, Human Resources, quality management, financial management, and IT security training.
- Overhauling of SME selection process and choosing appropriate content developers led to association's signature online course exceeding budget by \$50K in the first year.
- Averted the cost of a new Learning Management System (LMS) for medical association by automating course registration saving association \$55-\$125K.
- Catalyst measurably escalating educational enrollment through the presentation of dynamic, highly engaging material, winning acclaim for catapulting various organizations into the 21<sup>st</sup> century using state-of-the-art learning tools and initiatives.
- Visionary continually driving improvements to facilitate learning using hands-on, expert-level knowledge of web methodologies, virtual 3D, social media, and simulations to fulfill organizational objectives.

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### SELECT AREAS OF EXPERTISE

**Instructional Web-based Training • ADDIE Methodology • Business Simulations • Curriculum Development • Web 2.0 Technologies • Mentoring & Coaching • Development Processes • Social Media • Blended Learning • Facilitator Training • Project Management • Evaluations • Product Marketing • L&CMS & SME selection**

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### PROFESSIONAL EXPERIENCE

**MEDICAL GROUP MANAGEMENT ASSOCIATION, Denver, Colorado • 2004-2009**  
**E-Learning Innovations Manager**

***Select Key Accomplishments:***

- Managed web-based educational staff in the administration of online courses and webinars.
- Directed the rapid yet qualitative expansion of facilitator-led and self-study SCORM compliant courses from 1 to 18, elevating member registrations and meeting pressing educational needs.
- Orchestrated staff management, professional development, budget creation and administration, forecasting, and program marketing and promotions.
- Championed Second Life and Virtual University options to group members.
- Optimized web-based course offerings by restructuring content into specific modules generating additional revenue.
- Guided the Education Dept. in the selection of applicable Web 2.0 technologies to strengthen elearning curriculum.
- Resolved technical issues for internal personnel and association members on web-based, social media, and e-learning tools; educated workforce and members on cutting-edge Web 2.0 technologies.
- Transformed text-based PowerPoint presentations into attention-grabbing visual tools.
- Authored various guides and tools such as facilitator handbooks, guidelines, job reference material, and formative and summative evaluations for all elearning/blended courses.

**WESTERN PROSCAPES, INC., Englewood, Colorado • 2002-2004**  
**Website Designer/Consultant**

Spurred a 30% jump in the number of marketing commercial contracts procured by overhauling the company website, positioning the company as an industry leader in commercial design.

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**Career Note:** *Web Designer/Photographer, Pro2Designs, LLC • 2001-2002*

**EXABYTE CORPORATION, Boulder, Colorado • 1998-2001**

**Senior Instructional Designer/Developer**

Balanced numerous accounts concurrently, deftly innovating several technical handbooks, procedures, requirements, and web-based/print documents using well-honed project management and instructional design proficiencies. Managed technical writers, artists, programmers, and instructional designers in the creation of training materials within strict deadlines.

**Select Key Accomplishments:**

- Captured Society for Technical Communications (STC) awards for cutting-edge library storage automation products infused with WBT systems and computer-based training designs (CBT).
- Devised new product launch updates and protocols coupled with on-demand educational modules, strengthening the efficiency of the sales and marketing department.
- Drafted new staff training and mentoring policies and schedules, boosting overall productivity by enabling new hires to more quickly learn company processes and technologies.
- Circumvented time and site training challenges for Europe-based sales, technical support, and marketing teams by utilizing distance learning and ILT seminars.
- Fueled a 50% rise in course attendance after formulating the company's first Interactive Animated Classroom (IAC) for technical trainers. Initiative synthesized interactivity and delivered measurably higher course quality for facilitators and trainees.

**Note:** Additional work history includes **Instructional Courseware Developer, Technical Writer** at **FLIGHT SAFETY SERVICES CORPORATION, Aurora, Colorado** Full details upon request.

**EDUCATION/PROFESSIONAL DEVELOPMENT**

**May 2010 Candidate, Masters of Arts in Instructional Learning Technologies**

University of Colorado, Denver

**Bachelor of Science in English Education (Literature)**

University of Illinois, Champaign, Illinois

**Instructional Design Program Certification**

Utah State University, Ogden, Utah

**PRESENTATIONS**

- "Web 2.0 Technologies That Work"/"Get a New Life: Success in Virtual Worlds", BYOL elearning 2009 Conference in Salt Lake City, UT.
- "Innovative Delivery Approaches", 2000 WBT Producers Conference in San Diego, CA (first ever in Exabyte's training history)
- Selected as a multimedia judge for the 2000 Brandon Hall of Fame Awards and as a technical publications judge for the 2000-2001 STC awards.
- Leadership Workshops: CPR for the Workplace and Bringing Out the Best in People: Tools to Motivate, Empower, and Lead.

**TECHNICAL COMPUTER SKILLS**

Virtual 2D/3D Environments • Webinars • VCast • Podcasts • Mlearning • Audio Recordings • Framemaker  
Videography and Editing • Web 2.0 Technologies • Social Networking • Photoshop • DW 8 • Fireworks • HTML  
SEO • Javascript • Flash 8 • Digital Photography • Pinnacle 12 • Audacity • Camtasia • Captivate • Microsoft Office  
2007 • Windows XP & Vista • Research, Selection and Management of LMS • Visio • Moodle/Sloodle

**AWARDS**

Exabyte: Society of Technical Communication awards (WBTs), Distinguished Employee Award, Nationally published horticulture writer and photographer

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