

DALLAS BOB DEANE

404.465.2444

dallas@dallasdeane.com

PROFESSIONAL PROFILE

****Available exclusively for REMOTE, OFFSITE and VIRTUAL engagements. ****

Award-winning eLearning Design consultant with key achievements in leading Content, Learning, and Technology initiatives in convergence, development, change management, training and performance.

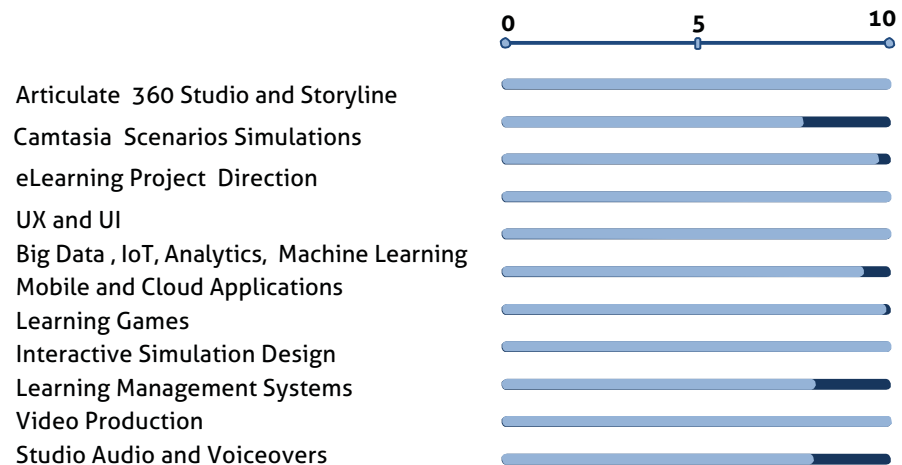
Notable

- eLearning
- Articulate 360
- Digital Strategist
- Mobile Learning
- ADDIE, SAM and Agile
- Learning Games
- Graphic Design
- Special Projects Director
- Creative Media Director
- Business Analyst
- Emerging Technology
- Performance Training
- HR Diversity and Inclusion
- Virtual Classroom
- Media Initiatives
- Digital Technology
- Keynote Presentation
- Shared Resources

ACHIEVEMENTS

- Course design and technology management of 100+ initiatives across public and private sectors including education, children's educational entertainment, global business, medical, and technology
- 14+ years of successful eLearning design leadership on programs (from sourcing to delivery) valued over \$2M+ with less than a 2% variance
- Script and design leadership for 100+ courses for professional development, training, technology, compliance, and diversity education

SKILLS



Certified

CLIENTS

- Autodesk
- SAP SuccessFactors
- Sony
- Discovery
- NBC Universal
- City of San Diego, California
- Hershey's
- Amazon
- PBS Kids
- Porsche
- Warner Brothers
- USAA
- Gartner
- Yum Brands
- Orange County Schools
- Cox Media
- Disney
- Allianz

PROFESSIONAL EXPERIENCE

Most Recent

2015 – PRESENT

Pentaho , Hitachi Group Consulting

eLearning Development Manager Project and Resource Director for Big Data, IoT Software and Sales

Lead development of an eLearning academy for Pentaho. Lead all resourcing and development interactions course design , SME engagements and project management. Produced multi million dollar eLearning training for Pentaho's Big Data Technologies including Business Analytics, Report Designer, Data Modeling, PDI Data Integration and various other software elearning training projects using Articulate , Camtasia, Javascripting.

Led multi-platform initiatives on elearning, economy, big data, IoT, health and sales training. Directed cross-functional teams in TV/video, simulation, digital media games, content, design.

Atom5 Studios

2009- 2015

Senior eLearning Project Lead for Autodesk, Hershey's, and Porsche

Directed enterprise educational course engagements, lead development and project managed sales proposal initiatives, international luxury automotive sales academy and launched an e-learning initiative for Presales training involving training of over 5,500 specialty Presales personnel with mobile device access.

National Program Consultant , For K-12 and Sesame Workshop

Including District Schools (San Diego Unified) and variety of educational providers including Discovery, LeapFrog, Scantron, Scholastic, Harcourt Brace, Global Scholar, Learning Technology Project Consultant Managed educational consultants on implementation of various new K-12 initiatives in STEM and Common Core promotion policy.

Designed, Developed and Published over 150 online and e-Learning courses involving rich media, animations , video, user experience (UX) and mobile learning integration.

For SAP SuccessFactors

Created and developed Mobile eLearning, Sales Training eBooks for global sales training. Created Social, Cloud and Mobile training configurations and sales podcasting series on customized mobile IOS, Android, NOOK and Windows 8 platforms.

For National Science Foundation Project

eLearning and Media Consultant

Conceived new digital STEM concept targeting tweens, using viral videos, pop culture, gaming, webisodes, and embedded learning modules. Assembled and managed virtual team of education, content, digital, gaming, design, kid and research experts. Developed curriculum, design, wireframes, prototype and research; with 94%+ in appeal and overall findings. Managed grant administration and reporting.

For Disney and Sony

Revitalized stagnant K-12 vertical with 700 video and interactive titles Devised new content, marketing, sales, distribution, licensing, and digital strategies for U.S, Canada and International.

EDUCATION

2010

San Diego State University - California State University

Masters of Learning Design and Education Technology

Educational/Instructional Learning Design Technology Fellow

1998

University of Central Florida

Bachelor of Arts (B.A)

Digital Communications and Media/ Multimedia

2012

Massachusetts Institute of Technology

Innovation in Education Technology; Education Transformation Through Technology

1998

University of Central Florida

Bachelor of Arts (B.A)

Computer Engineering Technology

INDUSTRY SKILLS AND SOFTWARE

- **Project Management, Process, Collaboration :** Agile, Scrum, Waterfall, Six Sigma, MSProject, Lean, Features Driven Development , JIRA, Rally, VersionOne, TeamServer, JAD / RAD, Agile, Iterative Break/Fix, Waterfall, SDLC; Six Sigma (Certified), Analysis, MSProject, Project Planner (Pragmatic), Gantt charts, Swim lanes, Workflows, SharePoint (2001, 2003, 2007, 2010, 2013), SharePoint Designer, Nintex, Idera, Power Shell (2010), Performance Point, Power View, Documentum, MediaWiki, ezPublish
- **eLearning:** Adobe Captivate Articulate Storyline, Articulate Studio, Lectora, TechSmith Camtasia, Evernote GoToMeeting, GotoTraining Adobe Connect, OmniJoin, Webex Training. MOOCs, Scorm, Moodle, Xyleme, Blackboard, Cornerstone Blended Learning, MS PowerPoint,, Apple Keynote, Simulation, Unity Gaming, Snaggit, Scripts, Lesson Module Writing
- **Mobile:** IOS, Android Windows Mobile, JAVA, HTML5, Adobe Air, Brew, Objective-C, PHP, Brew, TINCAN, Mobile Learning, Mobile Podcasting , BYOD, Responsive, eBooks –Streaming Content, Digital Cable and Satellite - Online Entertainment - Broadcast Media - Appcelerator, PhoneGap, Bottlerocket - Mobile Application Distribution Security
- **Coding:** C#, HTML, DHTML, XML, Perl, PHP, JavaScript; C, C++, Java , Ruby, Ruby On Rails (ROR), Windows, Linux, UNIX, Tandem, AS400, Mac, DOS
- **Technical and Graphic Design, Video and Animation:** Adobe CC, Photoshop, Illustrator, Flash, InDesign, AfterEffects, Final Cut Studio, Final Cut X, Nik, Lightroom, MS PowerPoint, Keynote, Apple Pages Photoshop, Jasc PaintShop ToonBoom; Adobe Premiere, Adobe, Jasc Animation Shop, Pinnacle, Maya, AutoCAD, Digital Prototyping Gimp
- **Digital Studio:** Voiceover Scripts, Podcasting
- **Browsers Debuggers/ Testing :** Firefox, Chrome, Internet Explorer, Safari, Opera
- **Research, Insight and Analysis:** Gartner, Google, WebTrends, DataInsights, Forrester, Salesforce.com, SAP Hana
- **CRM and Email Marketing:** AWeber , InfusionSoft, MailChimp, Constant Contact, Emma, DOMO, DHTML, XML, Perl, PHP, JavaScript; C, C++, Java , Ruby, Ruby On Rails (ROR)
- MS SQL, SSIS/SSRS, Oracle, MySQL, PostgreSQL, MSAccess, Retek, Crystal XI, Tableau, Qlikview, Sigil (XML / eBooks), EditPad, HomeSite, Dreamweaver, FrontPage, Xara, RoboHelp
- Portals and Microsites : WordPress, Joomla, Drupal Database Systems (logical / physical)
- **Dashboards and Information Architecture**
- **Web Content Management :** IBM, SDL Tridion and Sitecore, Metadata / Taxonomy
- Miva Merchant, Shop Site Pro, Verisign Payment Gateway, Pay Pal, Amazon API
- Google Analytics, Urchin, WebTrends, WebStats, Traffic Logs
- Putty, Telnet, FTP, BulletProof, Remote Desktop, Whois Trace; ARIN, various reverse IP tools
- Youtube, BrightCove
- CRM and Social : Salesforce.com, SAP, Agile ZENMarketo, Yammer, Facebook and Twitter
- **Other:** Ruby, Ruby On Rails (ROR) , HTML5 - Analytics Social Media Web Integration Federation eCommerce WebSphere CMS SDL - Drupal- JAVA WebTrends- HTML, XML, AJAX- SSL - WSDL -JQUERY - PHP - SSH/SFTP ASP SQL - SEO and SEM Support- HTML metatags SMTP/Sendmail WebCollage Syndicator, Visual Studio (2010, 2012, 2013), ASP.Net, MVC, Tableau, Highcharts, Visual Source Safe, Rational ClearCase, Silk Radar, Bugzilla

SELECTED PRESENTATIONS AND WORKSHOPS

- EMERGING TECHNOLOGY MARKETS: MOBILE AND SOCIAL PLATFORMS, SAN DIEGO STATE UNIVERSITY , 10/2012
- FOUNDATIONS OF AGILE REQUIREMENTS PLANNING , PEARSON CORPORATION 11/2012
- ENGAGING LEARNING INTERACTIONS, PEARSON CORPORATION, 11/2012
- AGILE BEST PRACTICES FOR K12, AND PUBLIC EDUCATION, SAN DIEGO STATE UNIVERSITY, 8/2012

CAPABILITIES & SHARED SERVICE ROLES

- **Instructional Designer** Instructional design in education training technologies. Responsible for the develop of pre-deployment training content, job aids and exercise support, and academic education and training
- **Multimedia Designer/ Programmer Multimedia Designer** supports creative media and application development. Provides design and graphic support for courseware with emphasis in web and mobile based delivery following SCORM standards and compliance. This role also interacts with Learning Management System implementation .
- **Learning Manager:** Instructional Learning management, learning and curriculum requirements planning,, production tracking, resource hiring. Development of pre-deployment training content, job aids and exercise support, and academic education and training
- **Project Manager:** Agile, ADDIE, SAM, Lean, Scrum, project management, requirements and team collaboration.
- **Agile and Scrum Consultant:** Agile and Scrum coaching and team transformation
- **Game Designer:** Development of games for education.
- **Application Developer:** Development of mobile, games and desktop applications for learning and entertainment.
- **Product Development:** Product roadmap and features development
- **Video Production :** Director and producer story pre and post production, Final Cut, Adobe Premiere, Sony Vegas

- **eCourse Development Certification Program Design :** Design of course modules or academic series for certification.
- Branding, Logos, and Identity
- Advertising and Marketing Agency Services
- Animation Design and Production
- Print and Marketing Collateral:
- Web Design and Development