

**SIDNEY SINCLAIR**

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**PROFESSIONAL SUMMARY:**

- E-Learning Developer and Learning Management System (LMS) Administrator with professional experience across pharmaceutical, financial, insurance, agricultural, telecom, and marketing industries.
- Proficient in creating, deploying, and managing instructor-led online courseware.
- Proven track record in planning, implementing, and administering various Learning Management Systems serving global audiences.
- Keen understanding of Cloud-based systems and Artificial Intelligence.

**SKILLS/TOOLS:**

- Operating Systems: Windows 7/8/10/11
- Web Conferencing: WebEx, Zoom, Skype, Teams
- Software and Multimedia Tools: Microsoft Office Suite, Articulate Storyline 360, Lectora Professional, Adobe Captivate, Adobe Creative Cloud (Photoshop, Illustrator, etc.), Camtasia Studio, CrazyTalk Animator
- E-Learning Standards: AICC, SCORM
- Learning Management Systems (LMS): Compliance Wire, Librix, SumTotal, TopClass, Cornerstone

**PROFESSIONAL EXPERIENCE:****Independent Consulting Services, St. Louis, MO**

April 2009 to Present

- Assisted small businesses in designing and implementing company websites.
- Provided clients with cost-effective office networking and Cloud solutions.
- Troubleshoot and repaired both home and business client workstations.
- Advised clients on the effective utilization of social networking services as promotional tools.

**SSM Healthcare, St. Louis, MO**

July 2021 to November 2021

*Instructional Designer (Consultant)*

- Developed instructional materials, instructor-led and web-based training following industry best practices.
- Created all components of training materials, including participant and instructor materials, exercises, and slide presentations.

- Managed training delivery schedules and planning.
- Compiled reports from the LMS to display evaluation results.
- Utilized tools including Articulate 360: Storyline and Rise, Camtasia, Snagit, and Office 365 (Teams, SharePoint, Excel, PowerPoint, Word, and Outlook).
- Managed the SABA LMS System.
- Created training for the newly implemented SAP S4 HANA system.

### **Washington University, St. Louis, MO**

November 2019 to May 2020

*Instructional Systems Designer/Training Lead (Consultant)*

- Developed culturally sensitive and situation-appropriate training materials for print and multimedia.
- Evaluated training needs and recommended effective solutions, including job aids, in-system guidance, online training, multimedia resources, instructor-led training, visual guides, hybrid sessions, and workshops.
- Created training videos based on live training sessions using Camtasia.
- Collaborated effectively with Subject Matter Experts, the program team, the Training Lead, and implementation partners to ensure timely deliverables and risk identification.
- Applied instructional design methods and theories, developed training curricula, and user documentation.
- Created and edited graphics using Adobe Creative Suite.
- Developed interactive training materials using Adobe Captivate 2019.
- Coordinated bulk course assignments to 2,000+ users in Cornerstone LMS.
- Produced bulk email messages using LISTSERV Maestro.

### **Nestle, St. Louis, MO**

May 2019 to August 2019

*Instructional Designer (Consultant)*

- Designed and developed eLearning courses in Storyline 360.
- Worked with subject matter experts to identify learning objectives and relevant content for courses.
- Created storyboards with iterative review, feedback, and revision loops with SMEs, managers, and stakeholders.
- Created graphic designs, logos, and marketing materials using Adobe Creative Suite.

### **RGA, St. Louis, MO**

June 2017 to January 2018

*Instructional Designer (Consultant)*

- Designed, developed, and maintained eLearning courses in Storyline 360 using a Kirkpatrick model approach.

- Interviewed and collaborated with subject matter experts to identify learning objectives and created quizzes to verify learner understanding.
- Created training for cloud-based systems, such as Ariba, using Camtasia.
- Developed storyboards with iterative reviews, feedback, and revision loops with SMEs, managers, and stakeholders.
- Followed established design standards for a cohesive and consistent presentation across each project.

### **Sprint, Overland Park, KS**

August 2016 to May 2017

*Instructional Designer (Consultant)*

- Developed training for Sprint's new network management interface.
- Assisted in developing training strategies for thousands of nationwide employees.
- Contributed to user acceptance testing of Sprint's evolving network management software.
- Worked with Subject Matter Experts to develop process flows for network expansion and maintenance.
- Interviewed team leads to assess department-specific training needs.
- Created learning modules in Lectora 16 to reach remote audiences.
- Developed software simulations that mimic real-world use of web-based system interfaces.

### **Monsanto, St. Louis, MO**

October 2014 to October 2015

*Instructional Designer (Consultant)*

- Developed and deployed CBT modules to a Cornerstone LMS serving a global audience.
- Created graphic layouts, storyboards, and quizzes for CBT courses.
- Developed scenarios, exercises, and interactive elements for learners to practice core learning objectives.
- Interacted with SMEs in planning SAP structured assignments of curriculum.
- Developed assessments and other techniques to measure and report on learner performance and training outcomes.
- Narrated CBT scripts in the studio and incorporated other audio enhancements as appropriate.
- Incorporated emerging techniques and technologies into projects and shared findings with the eLearning team.
- Reviewed and tested courses for proper functionality on PC and mobile devices.
- Troubleshoot courseware connectivity and completion issues.
- Managed support tickets using the Remedy call tracking system and escalated to appropriate support personnel as needed.
- Worked with translation resources for international educational campaigns.
- Collaborated with the video production team to create video-based instructional content in Adobe Premiere.

**GroupM, St. Louis, MO**

October 2012 to February 2013

*Instructional Designer (Consultant)*

- Converted Subject Matter Expert's PowerPoint presentations into interactive courses.
- Expanded slide content and speaker notes into voice-over scripts.
- Developed Social Media Marketing and Search Engine Marketing courseware using Articulate Storyline.
- Created standards-based templates for GroupM e-learning.
- Trained the design team to use Articulate Storyline, including advanced animation techniques.
- Produced documentation that provided guidelines and instructions to the Instructional Design team.
- Created, deployed, and tested Cornerstone Learning Objects.

**Savvis, St. Louis, MO**

November 2011 to February 2012

*Instructional Designer (Consultant)*

- Collaborated with Subject Matter Experts to create training storyboards.
- Developed courseware using Articulate Studio '09.
- Created standards-based templates for all Savvis e-learning.
- Produced documentation that provided guidelines and instructions to the Instructional Design team.
- Edited narration audio using Adobe Audition.

**Edward Jones, St. Louis, MO**

January 2009 to April 2009

*Instructional Designer (Consultant)*

- Developed courseware using Articulate Studio '09.
- Created interactive software simulations using Camtasia Studio 5.
- Produced Adobe Flash elements illustrating advanced financial concepts.
- Utilized custom Presenter '09 templates for consistent user experiences.
- Conducted functionality testing of courseware on SumTotal LMS.
- Assisted in the evolution of standards through participation in planning sessions and usability reviews.
- Revised legacy courseware to reflect changes in regulatory compliance standards.

**Protective Insurance, St. Louis, MO**

October 2007 to January 2009

*E-Learning Administrator (Consultant)*

- Planned the rollout of the newly created TopClass Learning Management System.
- Managed SCORM-compliant system functions.
- Configured enrollment functions such as manager approval requirements, course prerequisites, and automated pass/fail notifications.
- Developed courseware using Lectora Professional Publishing Suite and Adobe Flash CS3.
- Crafted promotional materials to inform users of new content and system features.
- Assisted Subject Matter Experts in creating regulatory compliance training.
- Designed processes that increased the efficiency of e-learning content development.
- Created interactive objects in Lectora, allowing users to selectively expand upon core materials.
- Designed content to enable users to focus on pages or chapters relevant to their individual e-learning experiences.
- Created standardized Lectora templates for ongoing course development.
- Managed multiple concurrent assignments as a project manager.
- Produced detailed documentation of system administration and course development.
- Provided classroom-based training to Level I support staff.
- Acted as Level II support for all escalated support issues.
- Converted Subject Matter Experts' PowerPoint presentations into eLearning content.

#### **Aimco Property Management, St. Louis, MO**

August 2006 to October 2007

*Computer Skills Trainer*

- Provided basic PC skills training to both adult and child learners.
- Assisted with PC-related issues on Windows systems.
- Troubleshoot email and internet connectivity issues.
- Assisted residents with job searches and applications.
- Coordinated speaking engagements with outside instructors.
- Acted as a mentor to teenagers and young adults.
- Provided consultation on technology purchases and implementation.

#### **Tyco Healthcare / Mallinckrodt, St. Louis, MO**

March 2000 to August 2006

*Training Specialist III*

- Planned the worldwide deployment of a Librix LMS..
- Managed users and resources for both AICC and SCORM variations of Tyco Healthcare's Learning Management System.
- Configured automated course enrollment functions such as prerequisite rules, classroom management features, manager approval requirements, and billing options.
- Designed an award-winning "New-hire Evaluation System" based on targeted Lominger competencies.
- Developed educational content using Macromedia Studio, Adobe Premiere, Active Builder, and other development tools.

- Applied instructional design methodologies such as ADDIE and Kirkpatrick Model to enhance e-learning content.
- Assisted Safety Managers in creating training to improve O.S.H.A. compliance.
- Created enterprise-wide communications to inform users of system usage instructions, LMS updates, outages, and learning deadlines.
- Provided classroom-based and WebEx training to e-students and Tier 1 administrators on proper usage and management of the Librix and ComplianceWire LMSs.
- Conducted Classroom-based Sales Representative training on products and software applications.
- Led a team of dedicated LMS support staff.
- Identified opportunities to expand the potential of the LMS and its educational offerings.
- Worked with content providers to develop e-learning materials.
- Developed processes to better use audio and video to enhance e-learning materials.
- Designed, equipped, and operated internal audio and video studios.

**EDUCATION:**

Langston University, Langston, OK  
Management Information Systems  
August 1993 to June 1996