

**GEORGE R. BRADFORD**  
**Consultant / Instructional Designer / Technology Support Specialist**

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### SUMMARY OF QUALIFICATIONS

- Keywords: Technology services business owner, proposal and technical writer, editor, project manager, organizational developer, instructional designer, instructor, online help/performance support system specialist, technical marketer, technical products and services sales, and Team Builder / Player.
- More than ten years experience managing projects to analyze business processes and requirements and to design instructional and performance support (EPSS) solutions and strategies.
- Support development and delivery of university faculty training for developing online coursework using Blackboard. Experience writing and designing training solutions for call centers, accounting pools, sales agents, and the supply chain, as well as writing technical software documentation for print or online access. Experience also writing business communication documents, proposals, etc.
- P/L experience managing services projects and technical products sales and marketing including front-end analysis projects for more than 10 global organizations.
- Knowledge of PC and Mac Operating Systems. Experience in many media forms, technologies, HTML coding, MS Office Suite, graphics softwares, and other applications, including e-Learning (asynchronous and synchronous: Blackboard, Interwise, WebEx, Placeware) and video conferencing.
- Master's degree in Educational Technology from San Diego State University and Bachelor's degree in Business and Economics from UC Santa Barbara. Ph.D. in progress – 2010.

### PROFESSIONAL EXPERIENCE

2007- COURSE DEVELOPMENT & WEB SERVICES, UCF, **Instructional Designer**

- Provide instructional design support in the continued development of the faculty development program for online teaching/learning – IDL6543.
- Deliver faculty instruction in IDL6543 on topics of systematic instructional design, assessment & assessment strategies, instructional strategies, introduction to Dreamweaver, and how to use Dreamweaver with Blackboard's Vista.
- Work directly with faculty to develop courses to be delivered online; topic domains include Chemistry, Biology, English, Social Sciences & Teacher Education, and Anthropology.
- Revise instructional materials on topics of systematic instructional design, assessment, and instructional strategies in IDL6543. Develop a graphical model to assist with application of the revised Bloom's taxonomy of the cognitive domain to be used with faculty support and instruction.
- Develop document management strategies to improve team development of instructional materials.
- Co-develop a graphical model to assist faculty with how objectives, assessment, assessment strategies, instructional strategies, system tools, and feedback strategies are interrelated.
- Document through a white paper a set of scenarios to manage team expansion and opportunities for growth.
- Co-develop an instructional program on Project Management to be used by the Course Development & Web Services department.
- Develop instructional materials for implementation of an ePortfolio system within the University.

- 2003-2007 COMPUTER SCENE, **Business Owner** – PC Repairs, Networking & Servers, New Builds, Tech Training
- Purchase business. Redefine business mission, objectives, policies, and implement. Rehire, train, supervise, and grow technical and store support teams. Together with the new team, develop customer service goals and policies, as well as service delivery procedures.
  - Find and develop vendor channels. Assess and implement financial and customer work support systems. Define and develop products and services materials. Continuously identify process improvements, new products or configurations, new services, and new approaches to improving the customer's experience.
  - Sell and deliver products and services. Successfully manage and deliver trouble-shooting and repair services on 40-60 PCs and Servers per week over 3 years. Forge business relationships and build custom networking and configuration solutions covering 6 municipalities. Develop and deliver new technical training programs using a synchronous model and tightly focused objectives using the internet and PC sharing technologies. Mentor team. Turn around a net losing business and grow *net* profits by better than 30% annually for 3 years.
- 2002-2003 UC DAVIS EXTENSION, **Contract Instructional Materials Editor for Distance Education Projects**
- Edited course materials designed for online delivery as web-based instruction, covering computer applications, database design and programming, project management certification, and sensory science and consumer testing.
- 2002 INTEL, Inc., **Contract Project Manager and Instructional Designer**
- Led three projects to develop internal training and online support to global Intel end-users of enterprise software: World Dialer Communication, Intel Instant Messenger, and Windows XP. Two projects use a web-based tutorial as a delivery strategy, and the third uses traditional instructor-led training.
  - Wrote and designed a technical course to train users how to use collaborative, web-based project management software (Web Meeting Manager).
- 1998-2001 RWD TECHNOLOGIES, Inc., **Senior Analyst**
- Support Business Development – Develop and deliver presentations and proposals for e-Learning and performance support solutions to global companies, such as GM, GATX Capital, Stanford University, SolArc, Advanced Micro Devices (AMD), Marine Trade Organization in Singapore, and others.
  - Assess Needs – Experience conducting technical feasibility assessments for e-Learning and performance support solutions to global companies, such as GM, Lyondell, GATX Capital, Stanford University, Fort James Corporation, The Capital Group, SolArc, and Advanced Micro Devices.
  - Evaluate Results – Constructed evaluations for course, instructor, material, and environment, check your understandings, quizzes, and fully criterion-referenced tests. Constructed and implemented strategies to measure business impact as a result of the training and calculating the ROI of training projects. Demonstrated strategies to measure effectiveness of performance improvement programs. Develop “eValuation” as a business service offering, run trials with actual customer (Toyota Motor Sales), and promote service offering through business presentations and proposals.
  - Instructional Designer – Designed ERP technical training and performance support solutions to meet employee skill requirements using modern adult learning principles for global companies. Training and support designs included instructor-led/classroom-based, self-paced/web-based learning, virtual classrooms, blended solutions, and just-in-time/online help systems. Used design methodologies similar to ADDIE to analyze, design, and develop technical (ERP) systems training or online support for organizations such as County of Sacramento, Lyondell, Pioneer Hi-Bred, Fort James Corporation, Bechman Coulter, Halliburton, and Advanced Micro Devices.
  - Internal Team Developer/Leader – Using the Delphi Method, developed organizational vision statements for specialized teams, as well as wrote job skill requirements and personal development

**PROFESSIONAL EXPERIENCE** (Continued)

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paths, as well as led organizational development, recruiting, and retention efforts. Mentored junior team members to fulfill organizational knowledge and skills needs.

- Project Manager – Led diverse teams for multiple e-Learning development projects, as well as several online help system projects from sales cycle through project completion and best practices recording by presenting to all levels in client management teams, overcoming business challenges, maintaining budget and project plans, and writing needs assessment reports, project milestone documents, and project progress reports.
- Project Examples – Provided instructional design and delivery support to train within 2 months 15,000 employees spread across all parts of the globe using e-Learning (virtual classroom) technologies. Designed and delivered internal training courses to teach consultants how to design and develop effective instruction using e-Learning technologies, as well as how to sell e-Learning development services to corporate clients.
- Writing and Project Execution / Control Examples – Wrote product specifications documents, design documents, test plans, and scripts. Wrote project plans, communication plans, issue/problem tracking documents, and risk assessments. Designed and implemented usability tests for web-based training support solutions.

1996-1998 EDS HUMAN PERFORMANCE SERVICES, **Advanced Training Specialist**

- Project Manager – Managed a team of technical writers and instructional designers to develop instructor-led training programs for Blue Shield Customer Service Representatives (CSRs), Broker services database and pay system, and Web-based sales quote system. Responsibilities included oversight of project definition, analysis, design, evaluation, and publishing of instructional materials and electronic performance support systems.
- Train-the-Trainer Session Leader – Designed and wrote a technical training program to train broker services teams to use a new database pay system. Also designed, wrote the train-the-trainer (t-t-t) materials for the program and conducted the t-t-t sessions with the identified Blue Shield field training team.
- Researched, designed, prototyped, piloted, and delivered extensive instructor and participant training manuals for traditional, instructor-led training delivery, as well as wrote and prepared trainer preparation manuals and collections of job-aids.

1993-1996 SAN DIEGO STATE UNIVERSITY - COLLEGE OF EDUCATION (COE) AND THE LANGUAGE ACQUISITION RESOURCE CENTER (LARC), **Educational Technologist**

- 2-Way Video Conference session designer - Co-developed and managed a distance learning project to make use of two-way video through fiber-optic channels for a public education initiative (COE)
- Prototype GUI Programmer and Applied Linguistics Advisor – Supporting integration of technology to language learning (LARC)
- Faculty trainer and technology advisor (COE)
- Researched and authored a strategy paper to determine goals and objectives for public school districts seeking to develop technology integration plans

1992 GROSSMONT UNION HIGH SCHOOL DISTRICT - San Diego, CA, **Substitute Teacher**

- Mathematics, English, French, Spanish (minimal), Business, and Computing

1988-1992 TOPGRADE MARKETING - Sweden, **Product Support Manager**

- Marketing Manager – Responsible for P/L of sales and marketing of CAD softwares for the country of Sweden, developed multiple business partnerships promoting innovative uses of the softwares.
- CAD Systems Technical Documentation Specialist and Editor – Developed technical and

## **PROFESSIONAL EXPERIENCE** (Continued)

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tutorial documentation and managed software localization efforts.

- Developed technical presentation for an international convention in Paris of Telia's (Sweden) efforts to develop and disseminate Smart Cards in the Swedish marketplace.

1991 ÖSTRAGREVIE JR. COLLEGE - Sweden, **Instructor**

- English as a Foreign Language Instructor – Responsible for curriculum development and delivery to adult students ranging in ages from 22 to 55 years of age, representing over 10 nationalities, all of whom are political refugees, with class sizes ranging from 8 to 22 students
- Computer Lab and Technology Program Founder – Conceptualized the development of a Computer Lab for delivering technology instruction and staged integration of technology into primary educational programs

1985-1988 TELIA (formerly SWEDISH TELECOM), **Technical Marketing Specialist**

- Provided project management support for the introduction of new communication technologies to Swedish corporations and coordinated with strategic partners on international project rollouts. Set pricing and configuration strategy for a multi-million dollar corporate computer-communication system.
- Proposed, initiated, and coordinated a transfer of technical competencies in conjunction with international communications product development. Designed, developed, and coordinated a single vendor national communication systems traveling trade show throughout Sweden.
- Proposed, initiated, and developed a configuration and sales support tool for modern communications systems. Designed and led efforts to develop a secure PABX communications package for the Banking industry.
- Liaison for Swedish Telecom to Apple Computer Sweden in support of strategic corporate joint venture.

1985 SWEDISH PROFESSIONAL AND TRADE WORKER EDUCATIONAL ORGANIZATIONS - Sweden, **Instructor**

- English as a Foreign Language Instructor to professional and trade-worker associations
- French Language Substitute Instructor

1981 SWEDISH PROFESSIONAL EDUCATIONAL ORGANIZATION – Sweden, **Instructor**

- Designed and delivered specialized intensive computer-English language instruction to Swedish Airforce

## **EDUCATION**

1995 **M.A.**, EDUCATIONAL TECHNOLOGY, San Diego State University

1981 **B.A.**, BUSINESS AND ECONOMICS, University of California at Santa Barbara

1984 **POST GRAD. ACADEMIC CERT.**, APPLIED LINGUISTICS & TEACHING ESL, San Diego State University

## **PROFESSIONAL EDUCATION**

**A+ AND NETWORKING+ CERTIFICATION TRAINING**, New Horizons Computer Training Center

**MICROSOFT WINDOWS 2000 NETWORK AND OPERATING SYSTEMS ESSENTIALS**, New Horizons

**CONSULTATIVE MARKETING, PROPOSAL WRITING, INFORMATION MAPPING, WEB PAGE CREATION AND HTML CODING, VENTIX SYSTEMS TECHNICAL INTEGRATION, DOCUMENTUM, ARTIFICIAL INTELLIGENCE, EXPERT SYSTEM DEVELOPMENT, DATA COMMUNICATIONS, LARGE CUSTOMER DIGITAL PBXs, TELECOMMUNICATIONS NETWORKING, ADVANCED DATA COMMUNICATIONS**

## **CONSULTING CLIENTS BY BUSINESS SECTOR**

**PROFESSIONAL EXPERIENCE** (Continued)

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<b>Manufacturing</b>	GM, OTIS ELEVATOR, PIONEER HI-BRED, WEYERHAUSER, BECHMAN COULTER, TOYOTA MOTOR SALES
<b>Financial Services</b>	GATX CAPITAL, THE CAPITAL GROUP
<b>Education</b>	STANFORD UNIVERSITY, UC DAVIS EXTENSION
<b>Information Technology</b>	SOLVAY INFORMATION TECHNOLOGIES, SOLARC, STORAGE TEK, IBM STORAGE TECHNOLOGIES DIVISION
<b>High Tech</b>	ADVANCED MICRO DEVICES (AMD), INTEL CORP.
<b>Consumer Products</b>	FORT JAMES CORPORATION, COCA-COLA
<b>Energy</b>	LYONDELL, HALLIBURTON
<b>Healthcare</b>	CATHOLIC HEALTHCARE WEST, BLUE SHIELD OF CALIFORNIA
<b>Public Services</b>	COUNTY OF SACRAMENTO

**LIST OF FAMILIAR TOOLS**

<b>Operating Systems</b>	MS Windows 3.1, 95, 98, NT, XP, Server 2003, Macintosh
<b>MS Office Suite</b>	MS Word, MS Excel, MS Powerpoint, MS Access, MS Project, MS InfoPath
<b>Graphics</b>	MS Visio, Paintshop Pro, Photoshop
<b>Layout and production</b>	PageMaker, Acrobat, Information Mapping
<b>World Wide Web Tools</b>	HTML, Dreamweaver, RoboHelp, JavaScripting, MS SharePoint Portal, some PHP Web building experience
<b>Video/Audio</b>	Studio 9, Premiere, Audition, DVD Authoring Tools
<b>Specialized</b>	Blackboard, Interwise, Centra Symposium, Placeware, and WebBoard (Virtual Classroom Technologies), WebEx