

# William Allan Gibson

Learning and Development | Curriculum Design | Media Production

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[LinkedIn Profile](#)

Portfolio- [Valiant Services](#)

## SUMMARY

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Operations and Training Professional with extensive experience in organizational communication, system development, employee development, curriculum development and overall cross-functional project management

Experienced in the administration of leading-edge learning technologies used to author, organize, track, and distribute courses that drive top tier organizational performance

Thrives in a consistently changing environment while maintaining detail-oriented professionalism to lead, motivate, and guide others toward delivering exceptional outcomes

## PROFESSIONAL EXPERIENCE

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**8+** Years of print and digital media production/project management

**5+** Years in database system design (Oracle & MS SQL), administration, and integration

**17+** Years developing corporate graphics and design for training modules, video, and web media

**17+** Years authoring and launching e-learning training modules for US domestic and global users

**15+** Years developing and facilitating leadership training courses and presentation skills workshops

**12+** Years developing video for product launches, online customer product training, and company culture profiles

## SPECIAL QUALIFICATIONS

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- Hands-on experience of end-to-end Learning Management System procurement and implementation
- Skilled in evaluating new suppliers, products, and programs using RFX-based procurement processes
- Extremely solid project management skills
- A proven track record for delivering timely projects on tight schedules at budget goals
- Meticulous, detail oriented and highly organized
- Excellent and creative problem-solving skills
- Quickly adaptable to different design styles and software applications
- Leadership and communication skills in collaborating with internal staff, outside agencies, or consultants, for prompt completion of projects

## WORKSHOPS | CERTIFICATIONS

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AMA Program Management Professional

Situational Leadership II (SLII) – Ken Blanchard Companies

The 7 Habits of Highly Effective People® Signature Program- Franklin Covey

FOCUS: Achieving Your Highest Priorities™- Franklin Covey

Accountability Training® The Oz Principle -Partners in Leadership

Certified Associate in Project Management (CAPM) -lapsed

Toastmasters: Leadership Development, Persuasive Influence

## SKILLS

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**MAC:** Final Cut Pro 7, Keynote, Audacity

**Adobe Creative Cloud:** Ai, Ps, Ae, Captivate 9, and Premiere Pro

**PC:** Audacity, Articulate & Rise 360, Camtasia, Microsoft SQL Server, Microsoft Office, SharePoint (super-admin)

**Oracle:** Oracle Express, User Productivity Kit

**LMS Administration:** Saba, Sum Total, Skill Soft, Docebo

## CURRENT WORK HISTORY

### Valiant Services

January 2022 – Present

#### Owner

Designing, authoring, and managing websites for clients that significantly lower bounce rates and increase conversion rates. Creating a series of logos and branding materials for a startup company, resulting in a 50% increase in brand recognition and a successful launch of their product. Employment of ChatGPT and AI tools to innovate and streamline content creation processes.

- Oversee the creation of written content for client websites and new cloud-based applications
- Implement streamlined systems for organizing and storing client documents and images in AWS, for improved efficiency by and easy access
- Organize and edit training manuals, multimedia, visual aids, and other educational materials according to client needs

### Dine Brands – IHOP – Glendale CA

April 2019 – January 2022

#### Sr. Instructional Designer

Top accomplishment- The development and delivery of all operating guides, training materials, and position responsibilities of front-line and management personnel for IHOP's fast/casual concept "Flip'd", including training guides, equipment and operations manuals, train-the-trainer virtual classroom, and scripted customer service training

- Created and published internal style guide, storyboards, templates, and iconography for "Flip'd" in both print media and e-learning courses
- Produced IHOP instructional design media such as videos and presentations using Adobe Creative Suite and Articulate 360
- Designed, built, and managed multimedia database and user-portal of instructional materials for all IHOP franchise retail locations

### CA Technologies – Irvine CA

October 2015 – May 2018

#### Sr. Education Consultant

Top accomplishment- Designed and launched training courseware meeting the swift pace of the software development life cycle (SDLC) for CA's Test Data Management solution through rapid learning design and implementation, ultimately generating curriculum for four full version software updates over three years

- Conducted needs analysis identifying key learning solutions for a variety of learning delivery modes
- Enhanced user learning experience and operational efficiency for multiple instructional design projects
- Consulted with all levels of global software development team across time zones and locales to produce and test training program courseware
- Developed tactical lab simulations and conceptual content to support tasked based learning of software requirements for virtual learning environments

### 907 Nomad Media Productions – Sierra Madre CA

February 2009 – April 2019

#### Executive Producer

- Creative/strategic project planning and development including story development and scripting
- Pre-production and post-production scheduling and budgeting
- Full scale production plan delivery including production crew and vendor management both on- and off-set

### The Collee Bean & Tea Leaf – Los Angeles CA

February 2010 – October 2015

#### Senior Learning and Development Manager

Top accomplishment- Led LMS procurement, budgeting, planning, implementation and launch of LMS ultimately gaining an ROI of over \$400,000 within three years of implementation

- Project lead in LMS feasibility studies, capacity planning, and system-wide integration with emphasis on mobile eLearning
- Led cross-functional team in the launch of the LMS through custom built API integrations for inbound/outbound user data
- Designed, developed, and delivered eLearning programs and courseware and assessments for all retail company employees

### Education

BA – Art Production/Print Design – Phoenix College of Technology

Journalism and Creative Writing - Georgia State University