

# SCOTT NELSON

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Data-driven systems thinker with 20 years of experience designing adult education experiences. Experienced business learning consultant seeking an agile, bold, creative team to establish the standard for 21<sup>st</sup>-century professional development.

## SUMMARY

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- 19 years crafting educational experiences for adult learners: ILT, eLearning, hybrid, infographics
- Evidence-based design supported by current cognitive & behavioral science
- Proven success in managing multiple, diverse project teams
- Practiced in qualitative and quantitative methods of learning and project assessment
- Orchestrated large-scale gamification learning projects
- Systems thinker trained in analysis of information flows through business organizations

## EMPLOYMENT EXPERIENCE

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- Senior Instructional Designer 11/2019-present  
*EPAM Continuum*
- Create ILT and eLearning modules for international clients such as Google
  - Coordinate internal professional development of 15+ colleagues, documenting work and mentoring process
  - Craft storyboards, design media assets, and outline module structures, leveraging current cognitive research
- Instructional Designer/Content Developer 10//2017 – 10/2019  
*IntraEdge, contracted to Facebook*
- Consult with internal stakeholders to chart learning goals, methodologies, and metrics
  - Research information flows among and within Facebook teams and analyze breakdowns in the systems
  - Collaborate with development team to deliver multimedia learning and information management solutions
- Senior Technical Writer 10/2016 – 10/2017  
*The Home Depot*
- Wrote all documentation for Home Depot's Infrastructure Services Catalog, the hub for HD IT services
  - Designed and illustrated infographics for Project Management Office of Home Depot
  - Assisted management and colleagues with presentation design and delivery
- Freelance Graphic, Instructional, & Interactive Designer 1/2013 – 12/2018  
*Decent Being, UnInc.*
- Consulted with clients to determine business pain, skills gaps, and knowledge management strategy
  - Created online and print materials to engage learners and provide resources on demand
  - Advised businesses on curriculum, pedagogy, cognition, and distributed systems
- Writer 1/2013 – 12/2018  
*Academic Partnerships; American Health Information Management Association*
- Researched and wrote content to drive traffic and improve SEO
  - Published over 120 articles on a range of subjects
  - Wrote documents across business and technology genres (proposals, manuals, web copy, grant applications)
- Instructor of Technical Communication 9/2001 – 10/2015  
*University of Texas at Austin; Bellevue College; University of South Alabama*
- Coordinated over 100 teams of ~20 to produce persuasive and informative deliverables for nonacademic audiences
  - Developed and presented curricula in technical documentation, qualitative research, rhetoric, and gamification
  - Established learning objectives, allocated department resources, and calibrated standards

## EDUCATION

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- Ph.D. in Rhetoric and Digital Communication, University of Texas at Austin 2016  
M.A. in English, Writing; University of South Alabama 2002  
B.A. in English, University of South Alabama 2000