

# SCOTT NELSON

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

## SUMMARY

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- 20 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*

- Design, develop, and consult on multimedia learning experiences for Fortune 500 technology companies
- Research and author white papers outlining best practices in instructional design and human cognition
- Collaborate with SMEs to create learning experiences for technical and executive audiences

Instructional Designer/Content Developer 10//2017 – 10/2019  
*IntraEdge, contracted to Facebook*

- Created interactive multimedia training for Facebook's internal sales teams and external small- and medium-sized business audiences
- Worked closely with stakeholders to determine knowledge and needs gaps
- Designed across Instructor-Led Training, Online, and VR environments while drawing upon my experience and education in digital media, human cognition, and sociotechnological networks

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