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Vision

To build high-functioning Performance Improvement & Instructional Design Teams and together create engaging, meaningful, and high-impact learning interventions through defining clear expectations and standards, and leading learners to success through modeling, coaching, and collaborating.

Summary

Professional Instructional Designer / Team Leader / Project Manager with over 25 years of experience managing, designing, creating, and implementing high-end learning products. Single point of contact (SPOC) for clients, vendors, and functional team leads. Design/Facilitator Coach in client relations, development processes, instructional theories, and delivery strategies and techniques. Have led teams of up to 35 designers from initial sales meetings through project closeouts, and often serve as “one man team,” doing Project Management, Design, Graphics, & Programming. (*Especially adept at “translating” designers’ visions into graphic and programming capabilities and budgetary realities.*)

Instructional Expertise

- Interactive multimedia (*WBT, CD ROM, and IVD*)
- Instructor-led training
- Job aids
- Video workbook
- Print-based instruction (*self-paced and/or supporting instructor-led training*)
- Problem-based learning
- Discovery-based learning
- Story-driven and scenario-based learning
- Day-in-the-life simulations
- System simulations/emulations
- Reusable Learning Objects
- Knowledge Management
- Electronic Performance Support Systems (EPSS)

Technical Skills

- Microsoft Office Suite (*advanced*)
- Dreamweaver (*advanced*)
- HTML (*advanced*)
- CSS (*mid-level*)
- JavaScript (*basic*)
- Captivate (*basic*)
- Articulate / Storyline (*advanced*)
- Authorware (*dated*)
- Microsoft Project (*mid-level*)
- Photoshop CS (*mid-level*)
- Illustrator (*basic*)
- Adobe Acrobat (*advanced*)

Professional Experience

➤ **President / Instructional Designer** Rocky Mountain Alchemy (*2004 – present*)

Design and develop e-Learning and instructor led courseware solutions, as well as conduct Organizational Analyses to support hiring and retention strategies and performance improvement.

- Serve as Single Point of Contact (*SPOC*) for client Management, Subject Matter Experts, and extended project team members to:
 - Scope projects and negotiate fair, win-win contract terms and prices.
 - Develop realistic project plans and budgets.
 - Conduct job, task, and learning analyses.
 - Design, build, implement, deliver, and evaluate learning interventions.
 - Coordinate efforts of consultants or development teams on larger projects.
- Conduct workshops and coaching sessions for Instructional Designers (Designing eLearning, Engaging Design, Designing Curricula, Advanced Analysis, Writing Clear Instructional Objectives, Achieving Learning, etc.) and Facilitators (Facilitating Problem-Based Learning, Managing the Hybrid Classroom, Effective Presentations, etc.).

➤ **Manager - Instructional Design** Express Scripts, Inc. (2006 – 2010)

Took a group of Tech Writers and Trainers and built them into a solid team of Instructional Designers, capable of conducting basic Root Cause Analysis, writing solid instructional objectives, designing engaging and effective solutions, building high-end Instructor-Led Training (ILT) and Web-Based Training (WBT), evaluating learner mastery of objectives, and designing instructionally sound Knowledge Management assets & job aids.

- Established and implemented standardized design and development processes, tools, and strategies.
- Designed, wrote, and programmed team website containing:
 - Four-year development plan for Instructional Designers (beyond their fourth year, Designers set their own development goals and strategies)
 - Instructional Design resources (annotated book reviews, analysis tools, instructional graphic examples, department style guide, intervention options, style guides, templates, tools, etc.)
 - Online Project Request Form
 - Listing of active projects and their status, as well as completed projects
- Implemented WBT as an available internally developed intervention.
 - Co-designed a LCMS tool called Knowledge Express, a Dreamweaver Extension that supports form-based development of high-end WBT, allowing non-programmers to rapidly learn how to create professional grade WBT courseware.
 - Wrote the Knowledge Express User Guide, which serves as both the Learner's Guide for the hands on workshop, as well as the tool's handy desk reference.
 - Built standards, models, and high-end interactions, and coached Instructional Designers through their analysis, design, and development stages.
 - Built curriculum management sites, enabling learners and Facilitators to access appropriate learning materials quickly and easily, replacing their previous "disastrous" network posting approach.
- Designed, wrote, and facilitated key workshops for Instructional Designers, Knowledge Management Analysts, Technical Writers, and Facilitators (i.e., Designing eLearning Workshop, Structured Writing Workshop, and Facilitating Problem-Based Learning Workshop).

➤ **Lead Development Consultant** Qwest Communications (2002 – 2004)

Coached teams of Instructional Designers across multiple business units, served as SPOC for all internal Business Markets Group clients requesting training development / delivery, and managed high budget / high profile development projects.

- Established and implemented standardized design and development processes and strategies.
- Served as design lead on enterprise-wide Learning Management System Implementation Team, wrote User and Admin Guides, designed and built high-end, interactive baseline Reusable Learning Objects (RLOs) and models, and coached designers on leveraging RLOs and creating engaging courseware.
- Designed, wrote, and facilitated multiple Train the Trainer (T³) workshops ranging from creating engaging training to implementing discovery based and problem based learning in the classroom.
- Coordinated efforts between end-client, department leaders, vendors, designers, and delivery teams to scope projects; negotiate win-win contract terms and prices; develop and monitor project plans and budgets; and design, build, implement, deliver, and evaluate interventions.
- Created Microsoft Excel and Word tools to estimate and track project schedules and budgets.

➤ **Master Alchemist – Instructional Design** innovative edutainment options! (2000 – 2001)

Targeted, marketed, and won new business; conducted initial job, task, and learning analyses; designed master design plans for all high profile curricula; and coached development staff.

- Designed and created Microsoft Word-based tools that enabled designers and writers of all technical skill levels to develop and produce standardized print documents, including design documents, storyboards, scripts, instructor guides, and workbooks. *(These tools are also capable of generating a series of reports to support the production process.)*
- Designed and created Microsoft Excel-based tools that enable employees and contractors to estimate budgets and deadlines, track and submit hours worked on multiple projects, and consolidate data for invoicing, billing, and tracking project progress and budgets.

- **Design Coach** Interactive Media Corporation / UP Inc. (1995 – 2000)
Coached and mentored designers across company and managed Western Region design team. Coordinated efforts between internal Design, Graphics, and Programming functional areas.
 - Coordinated communication plans and ongoing meetings on complex, multi-year projects.
 - Designed, produced, and delivered local and national T3 workshops for audiences including:
 - Experienced to novice instructors/facilitators (typically focusing on translating their skill set to the hybrid technologically-enabled classroom),
 - Non facilitators (typically supervisors or subject matter experts assigned to conduct classes, where the focus is basic classroom management and facilitation skills), and
 - Instructional Designers of all levels (typically focusing on incorporating new design theories, models, and paradigms into their courseware).
 - Designed and developed countless hours of engaging, interactive multimedia courses delivered via Internet/intranet, CD ROM, and interactive videodisc.
 - Designed, wrote, produced, and delivered classroom instruction and supporting tools, aids, and materials.
 - Frequently served as lead instructor for pilot rollouts of experimental design, including hybrid classroom strategies (i.e., conducting classes using a combination of online lessons and instructor-facilitated exercises) and problem-based learning.

- **Co-Founder / Design Manager** Performance Technologies International (1994 – 1995)
Targeted, marketed, and won new business; developed marketing materials and demos; managed design function; and designed and developed processes, standards, complex interaction models, and Reusable Learning Objects for online delivery.

- **Senior Instructional Technologist** Soza & Company, Ltd. (1992 – 1994)
Served as Lead Instructional Designer, supporting and coaching design staff through client relations, development processes, instructional theories, and leveraging technology in training.
 - Successfully shifted company's marketing strategy to include online instruction.
 - Designed, wrote, created graphics for, and programmed company's first online training product, which served as the prototype model for all future development efforts.

- **Senior Staff Scientist** Applied Science Associates, Inc. (1988 – 1992)
Designed, developed, implemented, and evaluated curricula from single, 1-hour courses to complex, multi-year interdisciplinary programs (e.g., Leadership Development). *(Curricula included instructor-led courses, self-paced activities and workbooks, online communities, Internet/intranet and web-based courseware, CD-ROM multimedia, and hybrid environments.)*

- **Graduate Teaching Assistant** University of Maryland (1986 – 1988)
Facilitated introductory and upper level courses on communication theory and practice.

- **Weapon Defense Systems Programmer** Vitro Labs / BAE Systems (1985 – 1988)
Coordinated and assisted in the training of ADA programmers in the upgrade of the Canadian Navy and United States Navy on-board computer Weapon Defense System (WDS).

Education

- **B.A., Speech Communication**
University of Maryland
- **M.A. (NDR), Training & Development/Organizational Communication**
University of Maryland
- **M.A., Information and Learning Technologies**
University of Colorado at Denver

Professional Development

- Adjunct Faculty for University of Denver, teaching *Designing Digital Learning* and *Use of Technology for Instruction*, 2004-2006.
- Guest lecturer for University of Colorado and University of Virginia in topics related to instructional design theory & strategies, as well as client relations.
- Author of *ieo!'s Discovery-Based Learning Model*, selected for presentation at the 2001 New Media Instructional Design Symposium (*cancelled due to the horrific events of September 11*) and the 2002 ISPI Learning Conference and Expo.
- Design featured as cover story in "Imagine That," [Inside Technology Training](#), March 2000.
- Designer and creator of the in-house storyboarding tool featured in "Storyboarding Multimedia Interactions," [Performance Improvement](#), Vol. 39, Number 5, May/June 2000.
- Designer of the National Highway Traffic Safety Administration's *Factbook on Occupant Protection Systems*, winner of Society for Technical Communications' Award of Excellence.

Clients

- **Commercial**
 - Apria Health Care, UnitedHealth Group, Express Scripts, CIGNA, Motionplan, SIVOX Technologies, Cisco Systems, Conexant, Qwest/U S WEST, Bell Atlantic, BellSouth, Ameritech, PacBell, Southwestern Bell, MCI, IKON Office Solutions, Express Scripts, Scendis, Humana, State Farm Insurance, and PNC Bank
- **Government**
 - Federal Aviation Administration (FAA), Department of the Treasury, Environmental Protection Agency (EPA), Federal Emergency Management Agency (FEMA), Department of State Anti-Terrorism Assistance Program, Federal Bureau of Prisons, National Institutes of Health, Department of the Interior, National Highway and Traffic Safety Administration (NHTSA), Defense Communications Agency, Defense Logistics Agency, US Army, US Navy, and Canadian Navy