TOM SEHMEL
Redmond, WA

tomsehmel@yahoo.com

SUMMARY

Results-driven Instructional Designer, recognized for achievement of results through the full ADDIE process that exceed expectations for over 10 years. A creative contributor leveraging open communication, cross-collaboration, project management, and process improvement, for total company success. An energetic team player with skills and experience in leadership, management, instructional design, and development. Adept at quickly applying new tools and skills.

PROFESSIONAL EXPERIENCE

T-MOBILE, USA   **2006 – Present**

Instructional Designer (ID), Learning & Development
Managed all key aspects of the instructional design process, from project scoping and planning, through to course deployment and evaluation. Communicated with appropriate departments and personnel regarding project content, resources, and deadlines. Designed online and instructor-led materials based on audience need. Beat or met schedules.

- Championed documentation of team processes, resulting in process notebook developed by all members of team.
- Conducted initial documentation of learner characteristics for different groups across the company. Engaged Directors, Managers, and Individual Contributors to collect data in a timely manner and share results across teams.
- Initiated team's first project analysis with new reporting tool Level 1 learner feedback. Identified areas for training improvement and made recommendations. Created and delivered a report to serve as a template for other projects.
- Requested to support short-schedule launch of FlexPlay. Designed initial Sales Toolkit. Through ongoing support designed Customer Care Refresher Training and Overview eLearning. eLearning pilot received positive feedback.
- Designed an innovative approach to the standard Sales Toolkit, supporting the national launch of HotSpot @Home. Following analysis, reduced redundancy and simplified print materials for more efficient use. Team member of several IDs designing first training "road show" with hands-on practice. Deliverables well received by customers.
- Designed online Regulatory course by delivery date with aggressive schedule, introduced new approach using real people from department in an interactive learning scenario, and received a rare "five out of five" manager rating.
- Designed multi-level simulation course for internally developed tool to schedule, applying creative solution for engagement using volunteer "guides" and a humorous nod to antiquity inspired by the tool name of "HOMER."
- Repurposed prototype instructor-led career-development materials for "non-trainer" delivery as part of experimental multi-team development. Applied a visual technique requiring little preparation while still ensuring learning success.
- Designed and developed process training with an exploratory "gaming approach" 5% under schedule, pushed the capabilities of the development tools, and received the client's approval of not being "hand held through training."
- Implemented team's first recorded virtual training using Macromedia Breeze, in support of UMTS technology. Created just-in-time training for Subject Matter Experts producing rapid deployment training, which included a recorded session, worksheet, assessment, and PowerPoint training template.

CINGULAR / AT&T WIRELESS, Learning Services   **1995 – 2006**

Manager, Technical Training Curriculum and Online Development   2005 – 2006
Provided analysis, prioritization, and project assignment of technical training for 5000+ employees across four national regions. Developed the team vision, strategy, objectives, and development processes based on corporate needs and available resources. Communicated with leadership, clients, and vendors on business case and appropriate solutions.

- Hired two members of team, conducted one-on-ones, team meetings, performance reviews, and disciplinary action.
- Spearheaded a new disperse team of four instructional designers, established goals, performance standards, reporting requirements, and increased team visibility, which resulted in serving customers more effectively.
- Served a diverse client base by providing timely needs analysis response to customer requests that gained 98% client confidence and appreciation during period of corporate transition.
- Simplified the development process and tools by emphasizing effective project management from initiation to close out, which resulted in the attainment of aggressive schedules and 25% reduction of team-related rework costs.
- Authored a cross-functional project-evaluation survey with co-management approval, based on my published article.

CINGULAR / AT&T WIRELESS   (continued)

Instructional Designer / Online Developer, Enterprise Business Services   1995 – 2005

Analyzed issues for improvement. Designed online instruction. Created programming solutions. Provided team and project leadership. Member of highly-creative team developing web-based technical training. Managed cross-functional team enterprise tools, including web site, eRoom, and file server, and was recognized for fast turnaround to requests. Provided creative input and solutions to difficult project issues. Assumed leadership duties and responsibilities.

- Led cross-functional process team. Planned and conducted meetings, maintained project list, and simplified reviews.
- Coordinated and led a rapid-development training program, using audio/video with DVD delivery that successfully supported network operations tools and services.
- "Go to person" that assured both clients and management that 100% of critical projects were completed on schedule.
- Applied project management techniques emphasizing communication, that resulted in projects built to client specification within schedule and available resources, for an eclectic list of successful projects and assignments.
- Championed and implemented the complete ADDIE model on multiple e-learning projects in several delivery formats for various types of content, and received a plethora of positive feedback for engaging courseware.
- Pioneered new online training navigation and interaction templates with 87% reduced development time, greater project consistency, and received company "Circle of Excellence Award" for first software-simulation training.
- Provided technical input on two separate Learning Management System (LMS) selection teams, which resulted in multi-million dollar purchases that successfully met established training objectives.
- Initiated and implemented "les petits" models of reusable code, which reduced applicable development time by 95%.
- Learned and applied SQL to online databases to track software and process testing feedback.
- Professionally recognized with Society for Technical Communication "STC Merit Award" for IS-136 Computer-based Training (CBT).

OTHER PROFESSIONAL EXPERIENCES

Instructional Designer / Multimedia Developer – ILS, Inc.
- Provided consulting, programming development, instructional design, and client product demonstrations for education and business. Managed, designed, and developed original bilingual (English / Spanish) computer-based Algebra curriculum and course.

Instructional Design Internship and Software Tester – Microsoft
- Tester for just-in-time training on initial releases of MS Access, Schedule+, and MS Mail, providing a highly successful and detail-oriented quality assurance emphasis, which resulted in manager's and lead programmer's personal request for subsequent Help localization testing and alpha-testing new internal product.

Teacher and Substitute Teacher – Washington and California School Districts
- Designed and provided classroom instruction for K-12 students in Mathematics, Science, and Drama.

PROFESSIONAL DEVELOPMENT

M.Ed., Ed. Comm. and Technology / Instructional Design, University of Washington
Secondary Teaching Certification, University of Washington
BA, Mathematics, minor Theater, University of Washington

ASQ Six Sigma Black Belt Certification, American Society for Quality
Six Sigma Black Belt Certificate, Villanova University
Project Management Master's Certificate, The George Washington University / ESI Intl.
Certified Performance Technologist (CPT), International Society for Performance Improvement (ISPI)
Essential Facilitation Certificate, Interaction Associates

PUBLISHED ARTICLES

"Creative Design Solutions for Three Training Projects," eLearningGuild.com, 2007
"An Overlapping and Sequenced Project Approach," eLearningGuild.com, 2006
"User-Centric Metrics," PerformanceXpress.org, 2005