

KEITH KOC SIS

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TRAINING CONTENT DEVELOPER

Multimedia | Web Development | E-Learning | Online Education Programs

Training content “Swiss Army Knife” helping companies educate, inform, and empower their employees / clients into adopting new concepts and technology tools through compelling and engaging educational programming.

VALUE OFFERED:

- Decisive content planner with ability to transform educational / training goals into viable content that engages and educates intended audiences through easy-to-understand, relatable storytelling that uses multimedia to augment messages.
- Translates user needs into scalable educational / training content options that fit multiple uses while accomplishing core objectives.
- Meticulous designer keeping end user in mind by creating clear communications and attention to detail to enhance overall learning experiences.

CAREER EXPERTISE:

Adult Learning Principles | Audience, Needs, Task, and Gap Analysis | Online Learning, Self-Paced, and Instructor-Led Instructional Design | E-Learning Principles / Practices | Evaluation Methodologies | Technical Writing and Editing | Video and Audio Editing | 508 Compliance | Process Documentation | Multimedia Projects | Video Editing | Audio Editing | Web Development | Graphic Design | Instructional Design | E-learning Tools | Project Management | Customer Service | Team Direction | Adobe (Acrobat Pro, After Effects, Audition, Bridge, Captivate, Connect, Dreamweaver, Experience Manager, Fireworks, Flash, Illustrator, InDesign, Media Encoder, Photoshop, Premiere) | Apple Final Cut Pro | Articulate (Storyline, Rise) | Audacity | AVID | Camtasia | Compressor | FileZilla | G Suite | GarageBand | iShowU | MS Office 365 | QuickTime Pro | ScreenFlow | HTML5 | CSS3 | JavaScript | XML | ActionScript | PHP

TRAINING CONTENT EXPERIENCE

KPA – Portland, OR

Training Content Developer | 11/2019 – 04/2021

Worked with 1 other developer as well as subject matter experts for company providing environmental, health, and safety (EHS) and workforce compliance software / services for midsize businesses. Produced variety of tasks encompassing 97 total courses, which included minor updates, complete overhauls, and new educational tools which had average completion timeline of 2-3 weeks. Built courses in Articulate Storyline and Rise, supplemented with personally-generated images / graphics and videos. Updated existing course design and functionality by adding in new compelling design elements and interactivity to engage learners. Leveraged instructional design and multimedia skills to design and develop new learning materials including videos, course handouts, and other training materials using adult learning principles and systematic instructional design.

- **Delivered brand-new interactive course same-day to help company promote its online learning services to clients** needing to rapidly shift to virtual tools during COVID-19 pandemic; reviewed script, sourced images, and created Articulate Rise video.
- **Inserted new interactive segments into new corporate acquisition’s existing program library to bring everything up to company quality standards;** conducted audits to identify content areas ripe for adding audience engagement opportunities.
- **Added in expanded functionality to company’s courses as expertise grew in Articulate Storyline and Rise;** updated look and design while building in additional audience / participant interaction opportunities.
- **Overhauled courses to produce consistent, on-brand design, look, and feel to improve company’s professional image;** went through each program to polish off images and video quality as well as streamline presentation to enhance content professionalism.
- **Fueled coworker skill acquisition in video editing / creation;** provided training in Adobe Premiere and video editing theory basics which immediately had positive impact on improved video content, making it more engaging and consistent.
- **Initiated self-learning of technical writing best practices;** augmented skills in order to easily edit and contribute content.

Academy of Art University – San Francisco, CA

Instructional Media Producer, Lead | 02/2014 – 03/2019

Developed and continuously updated 12-16 different courses annually used by hundreds global online students enrolled at private art school with large online education department. Edited and created videos, screen captures, animations, image galleries, and audio supplementing and enhancing course content. Worked with frequently technically-illiterate artist instructors to develop and design online courses, and developed / deployed multiple, concurrent internet-based courses. Converted traditional courses into internet-based delivery, resolved technical issues under strict production deadlines, and managed courseware files in CMS, shared drives, and cloud. Performed in-depth quality assurance testing and courseware bug fixing while researching and improving delivery methods and operations.

- **Engineered immediate improvement of online courses by self-initiating video editing skill acquisition**, then adding video content to enhance end user experience and concept mastery.
- **Recorded and edited instructor lectures using high quality audio files** after gaining expertise in mic / audio equipment usage.
- **Aided artist instructors by providing short-hand, quick overview of how to use LMS**, improving their comfort of using platform; shared e-learning best practices which helped them stick to deadlines.

SafetyMax Corporation – San Francisco, CA

Multimedia Production Manager / Marketing Director | 11/2003 – 01/2014

Joined small business that had been struggling to put together best-in-class training programs to complement first aid and emergency supply retail sales. Worked within limited budget that included self-initiating images and video subject matter from scratch to provide easy-to-understand and relatable visual representations of subject matter. Created marketing digital and printed collateral, and generated supplemental training aids for in-person course.

- **Created high quality content under-budget and within deadline** by leveraging existing web design skills into developing marketing collateral and course aids.
- **Enhanced company's product presentation in photos for sales promotions / marketing** by building lightbox and reading up on photography / lighting techniques.
- **Spiked company sales and profits after designing and launching robust online store offering company products**, marking their first foray into e-commerce.
- **Freshened up corporate brand by designing new letterhead, business cards, and vehicle decals** which breathed new life into tired-looking, lower-quality prior brand.

EDUCATION

Kent State University – Kent, OH

Program Coursework in Bachelor of Arts (BA) in English

Center for Electronic Art – San Francisco, CA

Multimedia Arts and Sciences Professional Certificate

Professional Development:

AWS Cloud Practitioner Essentials and 2nd Edition AWS Cloud Practitioner Essentials, Amazon Web Services – online

Web Streaming Certificate Program and Avid 101 Certification, Bay Area Video Coalition – San Francisco, CA

Digital Design Certificate, Opnet – San Francisco, CA