

RANDY COIN

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EXPERIENCE

Randy Coin and Associates, Inc. • Nov. 2005 – Present **Learning Solutions Consultant/Instructional Designer**

The American Management Association. New York, NY

- Advised AMACOM, the book publishing division of the AMA, as to how to convert the self-study products that AMACOM publishes to an online format. (2007)
- Devised a strategy for post-ILT-seminar virtual follow-up sessions (Adobe Connect) to make the company's blended learning solution more robust. (2007)
- Designed a post-ILT-seminar virtual follow-up session for the course *Fundamentals of Finance and Accounting*. (2007)

Levi Strauss & Co., Inc. San Francisco, CA

Refined the content and materials for an ILT course on stewardship for the company's senior worldwide financial leaders. (2008)

NetBooks. Rohnert Park, CA

Advised this startup company through its first ever training initiative, which accompanied the first release of its proprietary software application. The training solution consisted of 10 virtual sessions (GoToMeeting), which I authored. (2007)

SweetRush. San Francisco, CA

- Designing two custom online courses for **Bank of America**. The subject matter is action planning and change management. (Current)
- Designing a series of custom online courses for **Morgan Stanley** about financial products. (Current)
- Designing a series of custom online courses for **Wells Fargo**. The subject matter is bank compliance/regulations (e.g., fair and responsible lending, lending regulations, and deposit regulations). (Current)
- Designed a custom online simulation for **Morgan Stanley**. The simulation is prework for an ILT course about making the transition from a Financial Advisor to a Wealth Manager. (2008)
- Advised SweetRush regarding how to improve their approach and process to phase III of a three-phase eLearning project for **Coca-Cola Enterprises**. (2008)
- Acted as lead instructional designer for a series of courses for **Wells Fargo**. (2008)
- Wrote the instructional-design approach for SweetRush's response to RFPs from **Wells Fargo** and **Wachovia**. (2008)

Sapereon. San Francisco, CA

- Designing and developing a two-day ILT program on manufacturing excellence for **Corning, Inc.** (Current)
- Developed a custom online course for **Corning, Inc.** about their Company values. (2007)

USG Framing. Chicago, IL

Developed a safety training ILT session for employees responsible for enforcing safety policies and procedures on job sites. (2006 – 2007)

Ninth House, Inc. San Francisco, CA

- Designing *Leadership Transition for Managers of Managers*, a blended solution for **Genentech** managers transitioning from front-line managers to managers of managers. Content is based on the book *The Leadership Pipeline* by Stephen Drotter, Ram Charan, and James Noel. (Present)
- Wrote the instructional-design approach for Ninth House's response to an RFP from **Wal-Mart**. (2008)
- Designed and authored content for a custom online demo for **Citigroup** (subject matter was the leadership pipeline). (2008)
- Developed three custom online courses with documentary video and offline deployment materials (manager guide and learner workbooks) for **FedEx**. These courses are an element of a company-wide initiative to re-brand "quality." The courses are being translated into 14 languages and will be deployed to the entire workforce (280,000 employees). (2007-2008)
- Customized and facilitated the *Forging Breakthroughs* application workshop for **Bank of America** and **Wells Fargo**. (2007)
- Helped Ninth House bring two of its online courses into compliance with American Disabilities Act standards. (2007)
- Created templates for the company's ILT materials (PowerPoint presentation, facilitator guide, learner guide, and train-the-trainer lesson plan). (2007)
- Developed the company's blended learning solution and applied that solution to two Ninth House courses—*Retaining Talent* and *Forging Breakthroughs* (leadership content). The solution includes an implementation guide for the training administrator, a learner guide, materials for a one-day customizable workshop (facilitator guide, participant workbook, PowerPoint presentation, and necessary activity-support materials), and a train-the-trainer lesson plan. (2006)

Design Media. San Francisco, CA

- Designing an online course about patient assistance for the **Genentech** sales force. (Present)
- Designed a series of online job-role-specific, application courses on healthcare compliance for **Genentech**. These courses provide learners the opportunity to apply what they learned in five healthcare compliance overview courses to situations they will encounter on the job. *See the Genentech project listed under Applied Learning Solutions, Inc. below.* (2008)
- Designed a custom online course on how to use WebEx for **Amgen**. The course integrated Captivate movies into Flash. (2007)
- Advised Design Media's response to a California state RFP seeking expertise in both training-development and renewable energy to educate everyone in the residential and commercial real-estate development and sales processes about updates energy efficiency. (2007)

Applied Learning Solutions, Inc. San Francisco, CA

- Developed an instructional manual on managing the store delivery process (building a new or remodeling an existing store) for **Gap, Inc.** (2008)
- Designed a custom online course on how to use Color Touch for **Omniceil, Inc.** Color Touch is a software program that manages patient medications and pharmacy supplies. The course integrated Captivate movies into Flash. (2008)
- Designed a suite of introductory-level, online compliance courses for **Genentech**. The launching of these courses initiated and laid the foundation for Genentech's compliance-training initiative. Topics addressed by these courses included a compliance overview, state laws that govern sales and marketing activities, and internal policies for communication, promotion, customer interaction, and pricing. (2007)
- Designed an ILT session on SharePoint for **Old Navy**. (2007)

VitesseLearning. San Francisco, CA

- Designed an online assessment for sales reps at **Ortho-McNeil Pharmaceutical, Inc.** to test their knowledge of the ORTHO TRI-CYCLEN® LO product Monograph. (2006)
- Designed an online course for **Ortho-McNeil Pharmaceutical, Inc.'s** sales reps about the features of the antipsychotic drugs RISPEDAL® and RISPEDAL® CONSTA®. (2006)

K2Share, LLC. College Station, TX

- Updated two online courses (revised content and improved instructional design) for the **Texas Engineering Extension Service**, a member of the Texas A&M University System. One course provides first responders with training on how to recognize potential incidents of terrorism before they happen. The other course provides first responders with training on managing multi-casualty incidents, applying concepts from hazardous materials response to WMD incidents, and recognizing symptoms associated with various chemical, biological, radiological, nuclear, and explosive weapons. (2007)
- Authored a variety of instructor manuals for ILT courses to train nurses on EpicWeb®, a software program that assists them with admitting, transferring, and discharging patients; medication and procedure orders; information exchange; and other various job responsibilities. (2006)

Simpson Strong-Tie Company, Inc. Pleasanton, CA • Feb. 2004 – Nov. 2005
Training Content Producer/Product Manager

- Created instructor-led and video-based training courses and materials (e.g., student/instructor guides) for internal employees (primarily sales) as well as for job-site installers (installer training was authored in English and Spanish)
- Earned the certification from the National Housing Quality arm of the National Association of Home Builders for the job-site installer training materials; it was the first certification ever granted by National Housing Quality for a manufacturer's training materials (<http://www.prosalesmagazine.com/industry-news.asp?sectionID=0&articleID=114419%20>)
- Oversaw the training-video development process, which was brought in house in April 2004; I authored the scripts and directed the video shoots; I also helped select the talent
- Directed the training-development process and created content for the company's annual international sales meeting (one and a half days of 10+ ILT workshops for 300+ attendees)
- Helped establish the Training Department by assisting with hiring appropriate staff and by documenting best practices
- Managed two full-time graphic designers as well as a consistent contract staff of writers, instructional designers, editors, translators, an intern, and actors
- Evaluated third-party vendor training content for internal use
- Was the liaison to external vendors (printing and fulfillment)

VitesseLearning. San Francisco, CA • Jan. 2003 – Jan. 2004
Instructional Designer

Developed interactive, text- and graphic-based instructional, custom content for use online

- Analyzed and documented client needs (clients included Pacific Life Insurance Company, Janssen Pharmaceutica, Johnson & Johnson, Eli Lilly and Company, Seagate, and Centocor)
- Worked with client subject matter experts to understand and develop course content
- Designed and scripted/storyboarded courses
- Collaborated with internal graphic designers to develop courses
- Worked as part of an integrated internal project team (sales, graphic designers, project managers, and editors)
- Co-founded the company's usability team

SkillSoft, Redwood City, CA • Sep. 2000 – Nov. 2002
LMS Systems Analyst (Mar. 2002 – Nov. 2002)

Captured and managed requirements to improve SmartForce's learning management system (LMS)

- Organized requirements-gathering sessions to document stakeholder needs
- Analyzed stakeholder needs; then proposed changes to satisfy these needs
- Ensured approved changes met stakeholder needs, documented final decisions, and verified that changes were implemented correctly
- Maintained projects throughout their development life cycles

Instructional Designer/Sr. Writer (Sep. 2000 – Mar. 2002)

Developed modular, interactive, text- and graphic-based instructional content for use online (IT, business, soft skills, and healthcare content)

- Worked with internal and external subject matter experts
- Collaborated with internal development team of graphic designers, writers, project managers, and editors
- Designed and conducted usability studies
- Trained and edited work of junior writers

Developed streaming-media instructional content for both live broadcast and archive

- Wrote event materials
- Hosted on-camera interviews and post-seminar live Q&A sessions
- Researched event topics; located and managed guest experts
- Worked with Marketing to improve event attendance

Marsh, Inc., New York, NY • Jul. 1998 – Jul. 2000
Account Manager

Analyzed Fortune-1000 client insurance programs to ensure full liability risk coverage

- Wrote and presented insurance renewal plans for clients
- Acted as liaison between clients and underwriters
- Managed day-to-day client and underwriter needs
- Supervised department assistants who provided technical support and client services

EDUCATION

Lafayette College. Easton, PA • Class of 1998

Bachelor of Arts in English; chemistry minor

- GPA 3.5, graduated with honors
- Attended King's College, London, England (Fall Semester 1997)

SKILLS

- Expert in Word and PowerPoint
- Skilled with Captivate, FrameMaker, Excel, TrainerSoft, Visio, WebEx, Adobe Connect, Citrix's GoToWebinar, and Centra Meeting Technologies
- Basic Spanish and PhotoShop