

TIMOTHY PAUL REED

Kawolyx, LLC

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Learning Design Strategist • Instructional Designer • Communicator

Strategy | Design | Development | Media | Leadership | Communication

Accomplished and resourceful learning and development leader and trusted advisor and partner to executive and senior leadership. Capable builder of mission-critical relationships across business units and levels to identify and address gaps in skills and knowledge. Skilled in assessing business growth needs using a systems thinking approach; addressing those needs with proven performance improvement strategies and blended learning solutions that enhance effectiveness, quality, and productivity. Creative, award-winning instructional designer and developer skilled in the art of storytelling; employing multimedia, visual communication, usability, technical writing, and creative writing to craft blended learning experiences. Skilled multimedia producer, creating interactive eLearning, podcasts, video, and instructor-led activities that engage and achieve results. Engaging facilitator and early (2006) adopter of virtual instructor-led training design and delivery. Steadfast believer in data-driven design to produce blended programs across traditional, disruptive, and innovative solutions. Ardent believer in monitoring KPIs to track effectiveness and garner actionable insights that lead to impactful improvements. Technology evangelist and proponent of augmented reality, virtual reality, and games for learning and performance improvement.

SKILLS & QUALIFICATIONS

Learning Strategy | Learning Experience Design | Learning Program/Curriculum Design | Instructional Design | Learning Content Development | Blended Learning Solutions | Virtual Training Design, Development & Delivery | eLearning Development | eLearning Authoring Tools | Executive Training Facilitation | Root Cause Analysis | Performance Improvement | Evaluation | Critical Thinking/Problem Solving | Human-Centered Design | Design Thinking | Systems Thinking | Storytelling | Creative Design | Communication Design | Multimedia Content Development | Interactive Design | Data-Driven Decisions

PROFESSIONAL EXPERIENCE

Kawolyx, Marietta GA
CEO & Principal Learning Partner

February 2021-Present

Secureworks, Atlanta, GA
Social & Digital Media Manager, April 2020–January 2021

April 2017 – January 2021

Direct digital media content strategy and production. Report to the Director of Public Relations, guiding the creative development of social media, video, and podcast content. Produce live all-hands meetings and external webinars for the C-suite and executive leaders. Trusted advisor to the C-Suite, executive leadership team, business unit heads, and colleagues.

Training Manager, April 2017–April 2020

Direct learning experience design for Operations and Sales teams for a DELL subsidiary that develops cybersecurity software and services. Report to the Director of Culture and Communication and oversee design and development while building mission critical bridges and forming lasting relationships throughout the matrix. Trusted advisor to the C-Suite, executive leadership team, and department directors and managers.

Training for Sales teams and Operations teams

- Led the instructional design and development of blended, mobile and elearning for operations and sales.
- Enhanced sales onboarding effectiveness with instructional design best practices and by coaching sales trainers.
- Championed and influenced organization-wide adoption of Microsoft 365 through training and coaching.
- Addressed technology implementations and new product acquisitions with technical and sales training.
- Directed the design and implementation of the IT Security Analyst program overhaul.

Business operations

- Improved productivity and effectiveness through nimble and agile learning design and development practices.
- Collaborated with segmented leaders to create innovative, blended solutions, meeting learner and business needs.
- Facilitated meetings with executives, senior leaders, and other stakeholders to assess training needs and gaps.
- Presented leadership with solutions that align to commercial growth goals and to operational planning.
- Measured training success against KPI improvements set as milestones at the onset by business unit heads.

Manhattan Associates, Atlanta, GA

April 2012 – April 2017

Sr. Instructional Designer, January 2015 – April 2017**Instructional Designer**, April 2012 – Jan 2015

Design and develop award-winning eLearning, instructor-led courses, and blended learning for global omnichannel and supply chain leader. Lead instructional design and course development. Create marketing deliverables and communications tools for new courses and programs; improve performance and overall organizational development. Design training evaluations.

- Increased awareness of course offerings with digital and physical collateral.
- Collaborated with executive leadership and directors to assess training needs and design programs to fit those needs.
- Project-managed course development and other initiatives.
- Wrote quarterly newsletter content for a company-wide audience.
- Provided art direction and design expertise to blended, eLearning and instructor-led solutions.

Independent Instructional Designer & eLearning Developer, Atlanta, GA

April 2009 – April 2012

Sr. Training Specialist, U.S. Security Associates, Roswell, GA

January 2006–June 2008

Facilitate virtual instructor-led training for security officer and sales & marketing training programs across the globe. Facilitate virtual, instructor-led general and state-specific security officer training. Design and develop written and visual assets including courses, multimedia presentations, logos, brochures, and internal corporate communications.

- Enhanced the security officer learner experience by transforming training a lecture-style program into an interactive, conversational experience.
- Assisted in the application and acquisition of the ASTD BEST Award & the Training Top 150 Award.
- Increased readership of corporate newsletter as Chief Editor through modern layout and design, and engaging writing.
- Transformed the internal corporate newsletter into a sales tool for customer-facing sales representatives.

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY Manchester, NH

Master of Arts (MA), Communication | Specializations: New Media, Marketing, and Public Relations.

KENNESAW STATE UNIVERSITY Kennesaw, GA

Bachelor of Science (BS), Communication

Specializations: Organizational Communication and Public Relations | Spanish Minor

TECHNOLOGY & METHODOLOGY

Instructional Design SME | ADDIE | Graphic Designer | Captivate | Storyline | Lectora | Camtasia | Office 365 | SharePoint | Teams | Technical Writing. Advanced: Storytelling | Creative Writing | Evaluation | Photoshop | Illustrator | Indesign | Audio and Video Production/Editing. Intermediate: Saba | Success Factors | Premier Pro | After Effects | Keynote. Other: Successive Approximation Model (SAM) | Kirkpatrick Four Levels® of Evaluation - Bronze Level Certified Professional (2018) | Adult Learning expert | WorkBoard Expert | Certified WoBo Platform Expert (2019).

AWARDS & DISTINCTIONS

Brandon Hall Excellence Awards

- Best Advance in Custom Content - Bronze 2013
- Best Advance in Custom Content - Silver 2014
- Best Interactive Design – Gold 2016

The Academy of Interactive & Visual Arts

- Communicator Award for Interactive Multimedia-Training – Silver 2014

Horizon Interactive Awards

- Best eLearning - Bronze 2014 & Silver 2016

Stevie Awards

- eLearning Design – Gold 2014

Media Corp Omni Awards

- Intermedia Award: Education – Silver 2014