

# K E N C O B B L E Y

— INSTRUCTIONAL DESIGNER / ELEARNING DEVELOPER —

<https://www.kencobbley.com>

A highly accomplished Instructional Designer / eLearning Developer with a 20+ year career helping companies develop positive outcomes through eLearning solutions. Ability to take technically written, dense material and turn it into compelling information that engages learners and delivers concrete results. Successfully developed projects as a freelance developer, as an employee of a small company, and as an employee of a large global firm. Involved in all aspects of the process, from developing essentially everything, to collaborating with both small and large groups. Worked closely with subject matter experts, scriptwriters, voiceover talent, graphic designers, and videographers.

## EXPERIENCE

### Independent Consultant/Instructional Designer Apr. 2021 - Present

- Contract work in the Oil Services (Brigade Energy Services), software (Intuit), and Insurance (Allstate) industries.
- Brigade Energy Services (April-May): Consulted on developing/implementing training strategies for a workforce located in remote areas.
- Intuit (May-June): Developed a series of 10 modules to train support personnel on the updates and features in the 2022 version of QuickBooks Desktop.
- Allstate (August-present): Created a Storyline module covering the Claim Process Tool, edited a Virtual Assist Direct Connect video in Camtasia, and developed an LDU Playbook in InDesign.

### Ernst & Young (EY) 2017 – Apr. 2021 Senior Consultant, Instructional Design / eLearning / Cybersecurity

- Critical member of a globally dispersed team of 21 which re-branded Aspect Security's 79 courses to EY in 6 months.
- Offering contains 86 online courses providing role-based training in secure coding principles with a total runtime of 42+ hours of content.
- Trained Creative Services/Global Delivery Services personnel to use Storyline.
- Developed sales enablement collateral and an internal SharePoint site to highlight the product.
- Flagship clients include major banking, financial services, and insurance companies.
- Courses meet digital accessibility requirements (Section 508 and WCAG).

### Aspect Security (acquired by EY 12/2017) 2011 – 2017 Lead eLearning Developer / Instructional Designer

- Lead developer and client fulfillment for Aspect's **eLearning for Secure Application Development** offering.
- Released 2 major updates that contained thousands of changes and new content.
- Increased the number of courses from 20 to 79.
- Product sales and custom content creation for two financial services clients accounted for 13% of the company's revenue in 2017 at a profit margin of 80%.
- Developed a closed-captioning system years before Articulate officially added that capability.

### Knowledge Media, Inc. 1998 - 2011 Owner-Founder / eLearning Developer / Instructional Designer

- Founded company to assist organizations to transition from instructor-led training to eLearning.
- Served companies in oilfield services, healthcare, and cybersecurity.
- Learning programs included: secure software development training; new hire orientations; tool specific training; health, safety, and environmental training; software simulations.

## SKILLS

- Articulate Storyline
- Articulate Rise
- Articulate Studio
- Camtasia
- Illustrator
- InDesign
- Photoshop
- Premiere Pro
- Vyond
- SoundForge
- Absorb LMS
- Articulate LMS
- PowerPoint
- Word
- Excel

## EDUCATION

**B.S. - Economics**  
University of Houston

## CERTIFICATES

### Harvard Business Publishing

- Getting Your Message Across
- Developing Your Leadership Brand

### ADT

- Instructional Design Certificate