

# K E N C O B B L E Y

INSTRUCTIONAL DESIGNER / ELEARNING DEVELOPER

[kencobbley.com](http://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

Short-term contracts over the past 4.5 years:

- LAM Research: Developed/updated interactive training for Planview software.
- Texas Department of Agriculture: Developed training for a new software system rollout, including interactive e-learning, Camtasia videos, and quick help guides.
- Visa: (2 contracts) Developed a course introducing employees to the Machine Learning platform and a course designed to expand employee knowledge of the data available for growing Visa's Value-Added Services.
- Ellucian: Collaborated on development of various eLearning courses, videos, interactive software simulations, and keynote presentations.
- Siemens Healthineers: Created and maintained a variety of sales/onboarding related eLearning modules, quick reference guides, presentations, and training videos. Conducted live virtual training sessions covering a new proposal generation system.
- Holman: Led a small team rebranding/updating 300+ eLearning modules.
- Allstate: (2 contracts) Created courses/assessments/simulations covering the Claim Process Tool, edited videos, and developed an LDU Playbook in InDesign.
- Intuit (2 contracts): Developed 10 modules to train support personnel on the updates and features in of QuickBooks Desktop. Developed the Desktop Migration Call Workflow course to train support personnel in supporting customers that have transitioned to QuickBooks Online.

### 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.
- Created course assessments/SCORM packages for LMS delivery.
- Developed sales enablement collateral and an internal SharePoint site.

### 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.
- 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
- Audition
- Vyond
- Absorb LMS
- Articulate LMS
- Microsoft Office
- WellSaid Labs
- ElevenLabs
- Murf

## EDUCATION

### B.S. - Economics

University of Houston

## CERTIFICATES

### Harvard Business Publishing

- Getting Your Message Across
- Developing Your Leadership Brand

### ATD

- Instructional Design Certificate