LAWRENCE ALLEN SMITH Jr., MS, BS

Instructional Design Technologist | Project Management Specialist

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About Me

PROFESSIONAL SUMMARY

Instructional Design & Technical writing expert with 14 + years' experience designing and implementing all types of training and document design/improvement inclusive of eLearning, facilitation, curriculum design and technical training. Heavy usage of Instructional design models and adult learning theories to support and provide foundation for all training classes. Track record of timely project management training closures within budget. Committed to leadership management and team development. Proud owner of I.D.T. where we implement the strategy/do the design and finish on time!!

PROFESSIONAL EXPERIENCE

Instructional Designer Consultant
IDT Consulting
Dates From January 2024 to Present

- Learning and development management.
- Technical Instructor and course instructor for many electrical/electronic courses and digital systems.
- Implementation, design and delivery of an Augmented Reality infused maintenance training program.
- Successfully completed a contract project for Magic Edtech. Designed and implemented 5-7 electrical technical lessons/chapters from theory utilizing ADDIE to developing design documents for the entire instructional design process.
- Technical writing and implementation of a 25-lesson electrical troubleshooting course.
- Utilized Adult Learning, ADDIE, SAM and other ID theories in the design of courses.
- Designed and implemented course storyboards.
- Designed and developed course training including materials including videos, lectures, infographics etc., utilizing Lectora, Captivate, Articulate, Camtasia, Audiate and Snag IT.
- Utilized Viseme Presentation software.
- Designed laboratory documentation including technical video hands on learning to assist with Computer Based Training in 10 courses.
- Designed from scratch Technical Lessons and labs.
- Course design and implementation from blueprint all 10 courses.
- Utilized AutoCAD and Adobe Creative Suite for drawings and course graphics.
- Complied with all procedures for diversity including the design of closed caption and alternative text for students with disabilities.
- Assist with template design for course setup and selection.

Sr. Instructional Designer/Technical Writer
FedEx Express
Dates From May 2014 to Present

- Designed and developed course training including materials including videos, lectures, infographics etc., utilizing Lectora, Captivate, Articulate, Camtasia, Audiate and Snag IT.
- Instructor and facilitator for numerous courses including technical training and safety.
- Implemented, designed and supported documentation for the Express Knowledge Online site utilizing Adobe Experience Manager and FrameMaker software.
- Maintained and developed the Go Express technical manual system.
- Acquired, arranged and developed training process manuals, guidelines, course materials such as job aides, infographics, handouts and visuals, increased student participation by 30%.
- Examined different training delivery methods, such as in person and/or virtual, to improve training efficacy, costs, or environmental consequences, leading to a 25% increase in learning recall and a 10% improvement in talk delivery.
- Designed storyboards, videos and lesson templates.
- Managed the entire course creation lifecycle in the design of over 20 courses maintaining high standards and quality utilization of the ADDIE principles and practices.
- Utilized adult learning theory in the design and implementation of the Microsoft M365 Retention training.
- Designed and implemented over 40 e-learning and Computer Based Training programs improving employee retention and task improvement by 85%.
- Designed and implemented training and development for a Visual Basic User Form program which maintains an up-to-date inventory which the entire company uses Global and Domestic.
- Diagnosed needs analysis to determine training and facilitation within the Express Knowledge Online Business Operations website.
- Design, development and implementation of over 50 Job aides and Computer Based training for the Process Development and Internal Controls Team which improved job knowledge and performance by over 80%.
- Designed and authored asynchronous curriculum that includes lessons, interactive activities and assessments which improved participation by 30%.
- Administer and design Learning Management systems inclusive of Blackboard, Canvas and Success Factors.
- Implement new process and procedures in the Express Knowledge Online site by developing efficient methods using Excel, Word, Power Point and Microsoft Project to drive stakeholder involvement by 50%.
- Implemented learning strategies and learning needs assessments in every course design.
- Designed documents for all types of training assets and developed learning experiences for instructor led, video, self-directed and interactive modes for training.
- Designed and implemented an inventory control system where users scan in barcodes and inventory is maintained about many key fields concerning employees and the package information at stations in the US and Globally. Utilized Visual Basic and C# to design program. The API(Application Programming Interface) was written to include scanner input as well as keyboard input.
- Designed a vendor tracking database system with C# programming language to keep track of necessary information concerning electrical scanner parts.

Senior Technical Training Advisor/Technical Writer
FedEx Express
Dates From May 2010 to April 2014

- Creation of complex learning solutions and learning strategies that increased employee engagement by over 80%.
- Collaboration across other departments and stakeholders including Executive Leadership to align learning initiatives with company goals.
- Utilized performance consulting, metrics and learning analytics to evaluate and improve blended learning techniques.
- Establish program evaluation and measurement strategies to assess the effectiveness of learning programs and provide status updates to Senior leadership.
- Facilitate, design and teach over 100 courses for all types of electrical and computer related equipment. Administer and manage training program inclusive of new hire orientation, safety, and vendor training.
- Leverage design thinking, learning experience design principles and adult learning theory to implement meaningful and measurable learning programs.
- Perform needs/tasks analysis, formative and summative evaluation, budgeting, and project management of new systems in training design and delivery.

EDUCATION

Doctor of Education| University of North Dakota
Expected Summer 2025 Defense of Dissertation
Educational Practice and Leadership with a concentration in Instructional Design Technology GPA 3.9

Master of Science| University of Memphis
Dates From 2017 to 2021
Instructional Design Technology and Computer Engineering Technology GPA 3.707

Graduate Certificate| University of Memphis
Dates From 2017 to 2018
Applied Lean Leadership with a concentration in Project Management. GPA 4.0

Bachelor of Science| University of Memphis
Dates From 2013 to 2017
Computer Engineering Technology with a concentration in Software System Design. GPA 3.0

TECHNICAL SKILLS

- Technical writing Adobe FrameMaker compliant.
- Articulate 360 Rise and Storyline Couse design
- Excellent project management skills
- Independent work compliant
- Software Specialist API design, implementation compliant.
- Adobe Photoshop, Illustrator, After Effects and Premier Pro and Visme and Final Cut Pro compliant.

- Over 14 years in Instructional design
- Adult learning theories compliant
- Adobe Creative Suite, Captivate and Camtasia utilization in design documents.
- Electrical & HVAC Contractor License
- LMS compliant
- Electronic Lab design and training
- Electronic and Digital circuits expert.
- Artificial Intelligence tools and techniques.

- Lectora, Captivate, Camtasia, Ispring software compliant/expert.

- Software expert in C#, JavaScript, HTML, VB, and PYTHON.