

Gail Adey

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Martinez, CA

Instructional Design | Video Editing | Motion Graphics | eLearning

20 years of remote-based experience in training content development and project management

Experienced with After Effects, Premiere Pro, and other video/motion/elearning software

Apply storytelling and instructional learning principles as the basis for all design decisions

Technically adept and able to transform information to impact intended audiences

Proven skills in juggling numerous projects and change while strategically envisioning the overall picture

A multi-talented gap-filler seeking enjoyable and stimulating work environments

SKILLS

Instructional Design, Video Editing/Production, Motion Graphics Development, eLearning Development, Voiceover Recording, Project Management, LMS Management, Technical/Business Writing, Data Analytics

SOFTWARE

<i>eLearning</i>	<i>Video</i>	<i>Motion and Graphics</i>	<i>Audio</i>
Rise Storyline EasyGenerator Captivate	Premiere Pro Media Composer Resolve Final Cut Pro	After Effects Photoshop Illustrator Vyond Go	Audition Audacity WellSaid

<i>Communication / Business</i>			<i>LXP / LMS</i>
Office	WebEx	ClickUp	EdCast
Teams	Zoom	Slack	Saba
Workspace	Meet	Box	Cornerstone
SharePoint	Smartsheet	ChatGPT	SumTotal

FREELANCE EXPERIENCE

Independent Freelancer/Contractor, 2000 to Present

Design and deliver assets, including short films/videos, motion graphics, elearning, voiceovers, and live training.

Highlighted Projects:

- Created mini-documentary videos for social justice and arts organizations. (*Miracle Messages, SOS! Richmond*)
- Developed animated logos and graphs for small businesses to use on websites and social media. (*Macc Design*)
- Recorded voiceovers for multiple clients. (*Veritas, Media Concrete, Symantec*)
- Developed story-based financial and compliance elearning to accredit employees. (*Charles Schwab*)
- Produced and scripted technical seminars and elearning courses. (*Ziff-Davis, Solaris Media, Oracle, VMware*)
- Wrote and facilitated soft-skills training for instructor-led courses. (*Drake Morin, Wright State University*)

FULLTIME EMPLOYMENT EXPERIENCE

Senior Instructional Designer, Broadcom/VMware, 2022 to Present

Use instructional design expertise to analyze, design, and develop effective and engaging enablement and instructional materials that meet audience needs. Develop videos, motion graphics, sales assets, and elearning for sales, support, and partners. Lead other team members in development activities. Work cross-functionally and develop trusting partnerships with stakeholders, SMEs, and other teams.

Highlighted Achievements:

- Created short, compelling "sizzle" videos to promote new tools for sales enablement, which received high praise from the leadership teams.
- Created enablement accreditation courses for sales and SEs.
- Reworked a request for a training into a simple redesign of an existing form, eliminating the need for training.
- Moved a video project from a "campy" design to a sleek polished outcome, which better communicated the message and impressed thousands of participants at a conference.
- Built a site for career progression by refining and documenting 10 hours of recordings into a concise easy-to-use format, which surpassed the requestors expectations.

Education Production/Publishing Head, Broadcom/Symantec, 2019 to 2022

Wore many hats to help integrate multiple education teams and processes into the Broadcom model. Effectively handled large amounts of continuous change to assist with decisions and activities for education development and delivery. Created instructional videos and materials for customers, partners, and employees.

Highlighted Achievements:

- Coordinated the LMS migration from Saba to Cornerstone – reduced the number of outdated courses, streamlined naming, designed a new structure for the eLibrary, created how-to videos.
- Built a new sales enablement portal for SEs and partners within the LMS, enabling full reporting and metrics.
- Project-managed the development of rebranded/redesigned templates for education.

Senior Principal Learning Consultant, Symantec, 2001 to 2019

Developed elearning and instructor-led training for customers, employees, and partners. Took over all aspects of production/publishing. Successfully navigated high levels of change in leadership and direction, while frequently taking on responsibilities of former co-workers.

Highlighted Achievements:

- Instituted a new data analytics reporting process to provide streamlined consistent data.
- Played a lead role in the LMS migration from SumTotal to Saba and created a new archive for all content.
- Developed technical training for information management software; maintained C-Sat scores of 5.6/6.0 scale.
- Transformed the sales accreditation program, resulting in simplified project management, faster turn-around times, and smoother projects.

CERTIFICATIONS / EDUCATION

After Effects Fast Track Certificate, Bay Area Video Coalition, San Francisco, CA

Producer/Editor Fast Track, Bay Area Video Coalition, San Francisco, CA

Editor Fast Track Certificate, Bay Area Video Coalition, San Francisco, CA

Avid Media Composer User Certification, New York Film School, Burbank, CA

Master of Arts – Adult Student Development, The Ohio State University, Columbus, OH

Bachelor of Arts – Music, Bowling Green State University, Bowling Green, OH