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| **(317) 625-3966** | **https://www.linkedin.com/pub/john-g-moore/a/15/a4b** | **John.G.Moore.Jr@Gmail.com** |

#  JOHN MOORE

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| **WRITER**  | **DESIGNER** | **DEVELOPER** | **CREATIVE TECHNOLOGIST** | **PROBLEM SOLVER** | **LEADER** |

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|  PROFESSIONAL SUMMARY |
| I am a seasoned technology professional with extensive digital and instructional systems experience. I have eighteen years of experience writing and developing training and content for adults. My background, while extensive, isn’t traditional. I write, code, draw, speak and help—I conceptualize and create. I have experience in curriculum development, online help documentation, developing user manuals and developing online training. I also have experience documenting complex software applications. I am a creative, productive and capable writer. |

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| **EXPERTISE** |
| * Instructional Design
* LMS Development
* [Learning Object Development](http://www.kubepharm.com/Refs/HC727025790/Storyline_Activity_Materials.html)
* Gamification
* Online Help Development
* Product Documentation
* Requirements Gathering
* Curriculum Development
 | * Technology Integration
* ADDIE | Kirkpatrick | Agile
* SEO Implementation
* Writing
* Presentation
* Content Management
* Content Marketing
* Email Marketing
* RoboHelp
* Building Employee Experiences
 | * Articulate Storyline
* Adobe Captivate
* Adobe Creative Suite
* Team Leader
* QA Testing
* E-Learning
* UX/UI
* Publishing
* Assessments
* Implementation
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| **WORK PHILOSOPHY**  |
| My general work philosophy is to be a competent leader and team member who focuses on doing good work and treating people with respect. I strive to continue to home my various skillsets while adding value. When I work on projects, my goal is always to have my work be, right, ready and relevant. For Instructional design, I use both the Kirkpatrick (Reaction, Learning, Behavior, and Results) and ADDIE (Analysis, Design, Develop, Implementation and Evaluation) models to create training. As I work, I'm always aware that balance (work life and workplace) is a crucial component of being not only productive but being a sustainable team member and leader. When I work, I aim to be unique and creative while always being adaptable enough to integrate and work with others to produce significant outcomes that solve pain points. |
| **PROFESSIONAL EXPERIENCE**  |
| **Briljent – Indianapolis, Indiana** |  **(June 2016 – Present)** |
| Senior Instructional Designer | LMS Developer |
| **Clients:** Deloitte | State of Indiana - Family and Social Services Administration (FSSA)**Project:** Indiana Eligibility Determination Services System (IEDSS)As Senior Instructional Designer, I work with FSSA Data Analytics on the $1.4 billion IEDSS project. IEDSS is the modernization of a legacy eligibility determination system for the State of Indiana. I create training outlines based on my findings and work with SMEs to turn these outlines into journey maps that I then turn into comprehensive software training (classroom and online) for state employees. In my role, I develop HIP (Healthy Indiana Plan), IMPACT (Indiana Manpower and Comprehensive Training) and Benefit Verification IEDSS training documentation for a statewide audience of over four thousand professionals spread across forty functional roles. As Senior Instructional Designer I do the following:* Collaborate with Business Analysts on Process and Procedure
* Curriculum Design and Development
* Training Gap Analysis
* Write Instructor and Participant Guides
* Develop PowerPoint Presentations
* Write Reference Materials
* Develop Page and Field Help using RoboHelp and Ruby on Rails

**Clients:** Applus+ Technologies | State of Illinois - Illinois Air Team EPA Vehicle Emissions**Project:** Illinois Air Team EPA Vehicle Emissions Inspector Training - AirTeamLMSAs an LMS Developer at Briljent I develop Moodle Learning Management Systems. On LMS projects, I work as LMS Developer, Web Developer, Instructional Designer, and Tester. I perform systems analysis, server application development, advanced troubleshooting and technical support. I use Moodle 3.X, LAMP, HTML, CSS, PHP, Google Analytics, JellyfiSSH, Putty, Sublime Text, JIRA and Pinegrow to build out an LMS. I also use Storyline and MS Office to build training content. How I spend my time:* Configure MySQL/MariaDB & PHP
* Build PHP 5.6+ scripts and web forms
* Create LMS Detailed Design Document
* Ubuntu, Apache, Setup, and Configuration
* Create & edit MSQL/MariaDB queries/views
* Develop SCORM test content using Storyline
* Setup and Configure Moodle on DigitalOcean
* Style (UX/UI) the LMS Using CSS & Moodle Themes
* Install and Configure Moodle Plugins & PHP scripts
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| **Work Samples**: Illinois Air Team EPA Vehicle Emissions LMS | IEDSS IMPACT Training * [Software Documentation](http://www.kubepharm.com/Refs/SFWS/JGM.htm) |IEDSS Curriculum Development and Training Materials
* [Software Evaluation](https://goo.gl/wwNM8v) | Illinois Air Team Moodle LMS Detailed Design Document
* [AirTeamLMS](http://45.55.221.247/moodle/) | LMS Development - Username: student | Password: Applus2016#
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| **Urban Patch – Indianapolis, Indiana** |  **(January 2011 – December 2016)** |
| Creative Director |
| As Urban Patch Creative Director, I assisted the Program Directors in defining project objectives, creating schedules and overseeing quality control throughout Urban Patch projects. As Urban Patch Creative Director, I assisted the Program Directors in defining project objectives, creating schedules and overseeing quality control throughout Urban Patch projects. I also conceptualized and completed special projects as requested by Program Directors. As Creative Director, I handled digital initiatives and content marketing for Urban Patch. I did the following in this role: * 45% - Creative Placemaking
* 40% - Program Maintenance and Technology
* 10% - Grant Writing and Public Speaking
* 5% - Program Education
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| **Work Samples**: Public Art | Public Relations * [Sunflowers](http://goo.gl/LVHDKk) | Community Gardens Mural (1100 square feet)
* [Interdependence](http://goo.gl/wLKndq) | Public Art (8 feet by 8 feet, 1000 pounds)
* [Scale It Up](https://youtu.be/LU1kCszfgzs) | TEDx Indianapolis Speaker
* [Inside INdiana Business Interview](http://goo.gl/66gJdx) | 5X5 Winner
* [5x5 Indianapolis](http://goo.gl/cr2Nif) | 5 Minute Pitch for $10,000
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| **Artisan Talent – Indianapolis, Indiana** |  **(February 2016 – May 2016)** |
| Email Marketing Specialist |
| **Client:** KAR Auction Services /ADESA | **Project:** ADESA Dealer Email CampaignAs Email Marketing Specialist, I was responsible for executing the production of ADESA Auction Services email marketing campaigns. I collaborated with cross-functional divisions in marketing, operations and creative to guide the coding and deployment of emails. I work with the creative team and sales to optimize email campaigns and remain current on production best practices, US CAN-SPAM, and EU Anti-Spam compliance.I received Photoshop designs (mock-ups) and converted them into HTML and CSS (hand-coded) to produce responsive (RWD - consistent across multiple web clients and devices) email marketing content. I used Sublime Text, Pinegrow, SnagIt, Litmus, Photoshop, Marketo, and modern web browsers (Chrome, Firefox, and Internet Explorer) to develop, test and deploy email marketing campaigns for the ADESA Auction Services marketing team. How I spent my day as an Email Marketing Specialist: * 85% - Hand-Code Photoshop Mock-Ups
* 10% - Test HTML Code for Web and Mobile Devices
* 5% - Set Up Marketo Email Deployments
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| **Work Samples**: HTML & CSS | Marketo* [Honda/ACURA DealerBlock Email](http://goo.gl/DxBA2i) | ADESA Remarketing
* [Charlotte Tech Rewards Email](http://goo.gl/lMGTqX) | ADESA Charlotte
* [Toronto New Lanes Email](http://goo.gl/sWWGKL) | ADESA Toronto Auction
* [Driven](http://www.kardriven.com/) | ADESA Weekly Email Newsletter
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| **Kenra Professional – Indianapolis, Indiana** |  **(May 2013 – July 2015)** |
| Learning Consultant - Sr. Instructional Designer and LMS Administrator |
| **Project:** Create Online Learning PlatformAs a Learning Consultant, I provided expert guidance, instructional design, and project management for e-learning projects. Collaborated with subject matter experts (SMEs) to define the scope and content development for Apple iPad targeted training modules. I researched and fixed LMS/SCORM and mobile device (iPad) course issues. Action mapping and ADDIE methods were used to create adult learning. I created original artwork, layout, designs, navigation schemes and controls for self-paced e-Learning modules and assessments (quizzes).I designed, developed and delivered web-based corporate and product training while working collaboratively with a multi-faceted team including corporate officers, regional managers, stylist, and employees. 80% of my time was spent developing HTML5 content, and 20% was spent configuring SCORM content for and administering Kenra's GreenLightLMS account. I used Articulate Storyline, Adobe Photoshop, Sketch, SnagIt, Sublime Text, and other tools to complete my projects.I also administrated and troubleshot Kenra's GreenLight (LMS) Learning Management System account. I routinely configured, tested and deployed SCORM content. I produced documentation for regional managers using Adobe Acrobat and Scrivener. This was a 100% emote position. I did the following in this role: * Converted PowerPoint decks and Word documents into eLearning modules
* Designed, built, and deployed 80+ interactive e-learning modules
* Articulate Storyline Development
* GreenLightLMS Administration
* Course Delivery Support
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| **Work Samples**: Content Conversion | From Microsoft Word to Articulate Storyline* [Before - Microsoft Word Quiz](http://goo.gl/pUZD9o) | Quiz Document
* [After – Storyline SCORM Module](http://goo.gl/bVmYra) | Interactive Quiz
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| **Fall Creek Gardens – Indianapolis, Indiana** |  **(May 2012 – July 2015)** |
| Web Content Manager & Strategist |
| **Project:** Fall Creek Gardens Website & Email Marketing I provided WordPress development, technical support, content creation, and user support and website administration for Fall Creek Gardens. The initial Fall Creek Gardens website was a proprietary CMS (Wild Apricot) with a sizable monthly fee. As Web Content Manager, I was asked to switch over the website from the proprietary content management system to WordPress. This conversion process entailed data migration and web development. I switched over 700+ user accounts and two years of web content over to a WordPress website. All the old website functionality had to be maintained and replicated with WordPress plugins or 3rd party API's. I completed the WordPress conversion, saving the nonprofit thousands of dollars in monthly subscription fees. I used PHP, HTML, CSS and Google Analytics to implement the new website.As a Content Strategist, I used words and data to create readable, understandable, findable, actionable, and shareable content for the Fall Creek Gardens website. I researched community gardening keywords to create content for the FCG website. I wrote content, sourced videos, images, added SEO, and related affiliate products that fit a narrative. I also managed the Fall Creek Gardens email distribution lists with custom digital marketing, specifically with ExactTarget Interactive Marketing Hub and MailChimp. This was a 100% remote position. I routinely did the following:* Content Creation
* Copywriting
* Tagging and Classifying
* Remote web support
* Email Development and Delivery
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| **Work Samples**: ExactTarget | Salesforce Marketing Cloud* [Fall Creek Garden Email Development](http://www.kubepharm.com/ET-One.jpg) | Email Campaign Design
* [Fall Creek Garden Email Campaign Development](http://goo.gl/c1wN9s)  | A/B Testing
* [Fall Creek Garden Email Campaign Metrics](http://goo.gl/XWVUBy) | ExactTarget Tracking
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| **The Motley Fool – Indianapolis, Indiana** |  **(April 2013 – April 2015)** |
| Freelance Writer |
| **Project:** Financial Media Content MarketingAs a Motley Fool freelance writer, I digested the daily events affecting the business world, and interpreted the information for the Motley Fool audience. I looked for the following as I created content:* Sectors or industry emerging at the expense of the status quo
* Dramatically rising or falling stock prices
* Seismic shifts in business trends

I used market research and SEO keyword implementation to format content. I routinely worked with Financial Services Analysts and Strategy Consultants to get fresh stock news, and fact checks data. I also used my skills in trend spotting and writing to create articles. In short, I made content out of thin air. |
| **Work Samples**: Motley Fool SEO Articles * [Big Data Darlings](https://www.fool.com/investing/general/2013/11/06/data-as-content-is-profitable.aspx) | Big Data
* [Labor for Rent: Part-Time Economy Profits](https://www.fool.com/investing/general/2013/11/01/labor-for-rent-part-time-economy-profits.aspx) | Labor Stocks
* [Rolling Along with Auto Parts Profits](https://www.fool.com/investing/value/2013/11/09/rolling-along-with-auto-parts-profits.aspx)| Auto Parts Stocks
* [In-Flight Phones: Let's Talk Profits](https://www.fool.com/investing/general/2013/11/27/in-flight-phones-lets-talk-profits.aspx) | Communications Stocks
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| **ExactTarget – Indianapolis, Indiana** |  **(September 2012 – February 2013)** |
| Instructional Designer and Developer |
| **Project:** 3Sixty Live Online Training As a contract Instructional Designer and Developer I was responsible for managing the updating of interactive training materials for internal and external clients. I used conceptual and creative thinking to turn complex concepts into easy-to-understand, visually appealing interactive eLearning modules. I also worked on localization training projects.I worked closely with a cross-functional team of Instructional Designers and Subject Matter Experts (SME) to deliver effective materials that reach a wide array of audiences. I worked remote 80% of the time in this role and used the following tools:* ADDIE, Action and Information Mapping
* JavaScript, HTML and CSS
* Articulate Storyline
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| **Work Samples**: Updating Training Content * [ExactTarget Xpress](http://www.kubepharm.com/Refs/Xpress/index.html) | 3Sixty Online Training (Chrome)
* [Brazilian Content Conversion](http://goo.gl/2osUT) | Team Shout-out
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| **HC1.com – Indianapolis, Indiana** |  **(February 2011 – July 2011)** |
| Web Content Manager |
| **Project:** College Up Website Content My primary responsibilities were to write, edit, re-purpose, enhance and post content for CollegeUp.com. I built, supported and optimized content using text, multimedia and graphics. I was responsible for ensuring that the online content was fresh, relevant, and consistent with the organization’s strategic goals, brand and messaging. As a contract Content Manager, I implemented SEO content strategy to increase search volume. I also wrote one eighty 400 word articles. I compiled content (via agreements) from partners to broaden and strengthened content offerings. Other duties:* Keyword Implementation - Text articles and Q&A content
* Re-purposed branded content - Text, images and video
* Create Forum (JForum) Moderator and User Guidelines
* Remote web content development and CMS support
* Deciphered complex content license agreements
* CollegeUp.org Google Analytics Administration
* Post content using proprietary CMS
* Quality Assurance using Assembla
* Analyze and report on traffic statistics
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| **Work Samples**: SEO Content Marketing * [Lifestyle/Time Management](http://goo.gl/IF0QAq) | SEO Article
* [Loan Forgiveness](http://goo.gl/fKB00N) | SEO Article
* [Student Loans](http://goo.gl/9tkIIA) | SEO Article
* [Student Debt](http://goo.gl/jjKCiS) | SEO Article
* [Budgeting](http://goo.gl/21Lg9s) | SEO Article
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| **Clarian Health Partners – Indianapolis, Indiana** |  **(April 2016 – June 2010)** |
| Instructional Developer |
| **Project:** Cerner Millennium ImplementationAs an Instructional Developer at Clarian I worked with clinical staff, other developers, training staff and designers creating storyboards, user interfaces, web sites, and eLearning applications. I effectively used creativity and technical skill to develop multimedia, web-based Training (WBTs) and CD-ROM/DVD products. I also developed web and desktop interfaces using HTML, CSS and JavaScript. Besides designing and developing SCORM content I also provided Tier III support for Plateau Systems WBTs and troubleshooting assistance for the SAP Successfactors Plateau LMS (eLMS) when needed—which was often. I created the eLMS and Physician Education website logos. I also worked well within a team environment and under the pressure of multiple deadlines. I gathered and documented requirements, worked with subject matter experts and distributed [LTA documentation](https://www.scribd.com/document/40046605/LTA-Grid-Document) on several eLearning projects. I routinely applied the ADDIE and SAM learning models to content I developed. As an Instructional Developer I did the following:* ActionScript, Flash object and media development
* CME (continuing medical education) development
* Trained CLS design staff on multimedia software
* Write content using information mapping
* Defined requirements for projects
* Curriculum Design and Development
* Animation design and development
* Course delivery support
* Training Gap Analysis
* Graphic Design
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| **Work Samples**: Web-Based Training and Graphic Design [Smoking Cessation](http://www.kubepharm.com/smoke/Video_WBT.html) | Flash, HTML and CSS – 2006 |
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| **CBS Interactive – Indianapolis, Indiana** |  **(April 2006 – May 2008)** |
| Sports Cartoonist - Digital Content Creator |
| **Project:** Sports Media Content MarketingI created the SPuN cartoon feature for the CBS Sportsline SPiN website. I conceptualized, wrote and produced sports related content. CBS Interactive wanted edgy sports commentary content. I also used my skills in trend spotting, writing and drawing to create editorial cartoons. In short, I made content out of thin air. |
| **Work Samples**: CBS Sportsline Editorial Cartoons * [Anatomy of a Football Junkie’s Brain](http://www.kubepharm.com/Spun/spun-1004.jpg) | A Fantasy Football Editorial
* [AAUGH!](http://www.kubepharm.com/Spun/spun-010807.jpg) | Tony Romo Post Season Editorial
* [Indianapolis Colts XLI](http://sports.cbsimg.net/images/spin/spun/spun-020807large.jpg) | Colts Super Bowl Mini Poster
* [American People](http://www.kubepharm.com/Spun/FinalVoteImageSmall.jpg) | Spot 2008 Election Illustration
* [Flops Football Card](http://www.kubepharm.com/Spun/MCCardDoneNoTurn.jpg) | Maurice Clarett Editorial
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| **Cengage Learning – Indianapolis, Indiana** |  **(April 2001 – September 2001)** |
| Author |
| **Project:** Consumer Technical PublicationsI wrote the Flash Webisode Handbook and developed all the book ActionScript code samples. I considered the following as I created content:* Emerging use of Flash for media production
* Training requirements for Flash
* Flash features and functionality
 |
| **Work Samples**: Computer Software Handbook * [Flash Webisode Handbook](https://www.amazon.com/Flash-Webisode-Production-Handbook-CD-ROM/dp/1584500875) | Amazon Product page
* [Flash Webisode Handbook Content](http://www.scribd.com/doc/37450405/JGMoore-Book-Sample) | 37 Sample Pages
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| **Pearson – Indianapolis, Indiana** |  **(April 2000 – May 2001)** |
| Media Developer |
| **Project:** Multimedia for Consumer Technical PublicationsI designed Graphical User Interfaces (GUIs) for CD-ROM applications. I developed visual media elements, created and edited images, as well as developed interactive CD-ROMs for the Sams publishing imprint of Pearson Education. I worked with editors and writers, as well as software companies to develop book CD-ROMs. I also negotiated software contracts and wrote product descriptions for each CD-ROM. I developed. As a Media Developer I was also responsible for the following:* Flash, Director and Formula Graphics eLearning development
* Microsite and CD-ROM GUI design and development
* Provide CD-ROM source code updates and fixes
* HTML 4, CSS 1 and JavaScript 1 development
* Technical support and troubleshooting
* Lingo and ActionScript development
* Updating book errata content
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| **Work Samples**: Computer Software Handbook * [CD-ROM Interface](http://www.kubepharm.com/MCP1.jpg) | Formula Graphics Multimedia CD-ROM Interface
* [CD-ROM Interface w/ Software Install](http://www.kubepharm.com/MCP2.jpg) | Flash Multimedia CD-ROM Interface
* [Pearson CD-ROM Titles](http://www.kubepharm.com/Multimedia-CDROMs.jpg) | My Computer Book CD-ROMs
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| **SOFTWARE** |
| I know the following software: |
| * Adobe Photoshop
* Adobe Illustrator
* Adobe Flash
* Adobe Captivate
* Adobe Robo Help
* Adobe Acrobat Pro
* Adobe Dreamweaver
* Microsoft Word
* Microsoft PowerPoint
* Microsoft Excel
* Sublime Text
 | * Digital Ocean
* GitHub
* Ubuntu 16.0+
* macOS 10+
* Windows 10+
* SnagIt
* Camtasia
* Salesforce Marketing Cloud
* Marketo
* MailChimp
* FileZilla
 | * SQLEditor
* Stylizer 6
* SoapUI
* Ethereum
* Screencast-O-Matic
* JellyfiSSH
* iMovie
* Eclipse
* Putty
* Pinegrow Web Designer
* Navicat (MySQL)
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| I have junior level [Ruby on Rails](https://github.com/musajoemo/FieldHelpParser) development skills and intermediate level [HTML/CSS](https://www.youtube.com/watch?v=r7FiCQTYfsQ) layout design and development skills. |

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| **EDUCATION** |
| HERRON SCHOOL OF ART – Indianapolis, IN  |  **(1990 – 1991)** |
| Visual Communications  |
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| ARLINGTON HIGH SCHOOL – Indianapolis, IN  |  **(1995 – 1989)** |
| General Studies Diploma |
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| ASTD – Indianapolis, IN  |  **(2007)** |
| E-Learning Instructional Design Certificate Program - [View Certificate](https://www.scribd.com/doc/38894975/ASTD) |