

Terence Gordon Craig

442 Mangels Avenue, San Francisco, CA 94127

Cell: 415.672.7511 E-mail: tgc@instructionbydesign.com

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Resume

Qualifications

- Over 22 years of experience as a consultant creating successful training solutions for business, industry, government and academia.
 - PhD in Educational Psychology focused on the practical application of cognitive science to the design, development and delivery of effective employee training.
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Services

Training

- Needs & task analysis
- Curriculum design
- Print-based self-study, instructor-led and Web-based courseware

Work Process Re-engineering

- Process analysis
- Process redesign
- Process documentation including procedure manuals and job aids

Information Design & Production

- Information designed to maximize comprehension and retention in print, multimedia and Web formats
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Professional Accomplishments

- Assisted General Motors in developing a new performance improvement strategic direction for their wholesale and retail training organization.
 - Designed, developed and edited instructor-led and Web-based training for Cisco Systems, Gap Inc., Southern California Edison, the Southern California Gas Company, Sun Microsystems, VERITAS, the U.S. Navy, and Xerox.
 - Wrote online and paper-based software documentation for the Xerox Palo Alto Research Center and the Los Angeles Department of Water and Power.
 - Managed others at Emerson Human Capital Consulting, Inc. and USC School of Education Professional Studies Department.
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Professional Experience

Listed below are some of the major consulting projects that have provided me with a wide variety of experience in the planning, design, development and delivery of training.

2009 -2011 Instructional Designer for Cisco Systems

2006 – 2008 As a member of Cisco's Learning & Development Solutions Group, designed templates, created storyboards and scripts, and developed numerous Captivate software demos and exercises to prepare the sales force to use new sales management software integrated into Salesforce.com.

Provided needs analysis and instructional design support for five instructional design projects in the manufacturing division. Updated existing online instruction using Adobe Captivate 4.

Assisted executives and technical employees in preparing effective presentations delivered online and in twice-yearly live events for a variety of Cisco technologies. Analyzed survey results from these events and provided recommendations for process improvement. Prepared online documentation for a technical Web portal in PowerPoint, Captivate, and Camtasia, beta tested online training, and created PowerPoint technical presentation templates, among numerous other writing and design assignments.

Resume: Terence Gordon Craig (continued)

Professional Experience

Continued

- 2003 - 2006 Instructional Designer, Manager for Emerson Human Capital Consulting, Inc.**
Developed six courses to train Gap Inc. employees to use Oracle supply chain software. Wrote two courses for Old Navy store managers and employees. As manager, tracked potential sales opportunities and prepared responses to RFPs, and developed internal procedures.
- 1999-2003 Training and Documentation Designer for Los Angeles Dept. of Water & Power**
Created and delivered courseware and paper and online documentation for an e-commerce requisition and bidding application for the Los Angeles Department of Water and Power.
- 2000-2002 Instructional Designer for Sun Microsystems, Cisco Systems**
Designed and wrote curriculum to train systems engineers and channel partners to design, deploy and maintain new products for both Sun Microsystems and Cisco Systems. The Sun Microsystems project involves creating a blended paper-based/web-based products as well as designing a standardized format for future similar instructional products.
- 2000 Instructional Designer for VERITAS Software Corporation**
Interviewed managers in the legal, sales, and financial departments at VERITAS to write three informational presentations for sales new-hires at VERITAS and implemented them for the corporate intranet using Dreamweaver.
- 1999-2000 Performance Improvement Consultant for General Motors**
Assisted in the design and documentation of a new performance-oriented training strategy for the Vehicle Sales Service and Maintenance Training Organization at GM. Supervised, conducted and documented a Best Practices survey of leading companies to help determine the appropriate strategic initiatives for the organization, in addition to other responsibilities.
- 1998-1999 Process Designer for Southern California Edison**
Analyzed workflow to devise more efficient work practices. Wrote procedures and produced paper and electronic job aids and other performance support materials. These efforts were designed to adapt existing Billing Department practices to the requirements of the new deregulated environment for energy companies.
- 1996-1997 Instructional Designer for Southern California Gas Company**
Designed and wrote two one-week courses for craft employees in the Procurement and Logistics Department. Turned the task analysis into the Department's first Procedural Manual and assisted departmental managers in leveraging the training to institute improved job procedures.
- 1995-1996 Instructional Designer for The National Charity League**
Designed and wrote an eight-hour child abuse identification workshop for Head Start teachers in California. This training received the 1996 LA ISPI *Outstanding Achievement In Performance Improvement* award.
- 1993-1995 Professional Studies Department Manager in the USC School of Education**
Redesigned departmental procedures and computerized the operation of the Professional Studies (Continuing Education) Department. During my two years as manager, the department doubled its annual gross income from less than \$500,000 to almost \$1,000,000.
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Education

PhD, Educational Psychology, University of Southern California

BA, Broadcasting, California State University, San Francisco
