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**Professional Overview**

A creative and innovative instructional designer developing engaging and effective corporate learning solutions for local and international audiences.

My preferred design process begins with an analysis defining the company’s business goals, employee performance gaps, required training content, and learning/performance success criteria. Once these boundaries are set, I use my expertise to create successful learning and learning-assessment solutions that achieve the highest instructional value within the normal business constraints of availability, budget, and timeline.

**Design and Development Skills**

1. Business Process Analysis
2. Training Needs Analysis
3. Curriculum Development
4. Instructional Design
5. Interviewing
6. ILT Development
7. eLearning Development
8. Scenario Design
9. Storytelling
10. Instructional Writing
11. Audio/Video Script Writing
12. Storyboarding
13. Graphic Design
14. Video Editing
15. Animation
16. Audio recording

**Frequently Used Applications**

* Storyline 360
* Articulate Rise
* Captivate
* Oracle UPK
* Camtasia
* PowerPoint
* Photoshop
* SnagIt
* Vyond
* Sound Forge
* Adobe Audition
* MS Office
* Google Docs/Sheets/Slides

## Experience

**Google Inc. via CrowdStaffing (12/6/2019 – 12/6/2021)**

*Senior Instructional Designer*

* Increased interview/hiring efficiency, and lower the cost of hiring, by designing and developing eLearning courses for approximately 10,000 technical and non-technical Google hiring managers. These course are:
  + Creating, Selecting, and Analyzing Interview Questions; mandatory for all newly appointed technical and non-technical hiring managers.
  + Interviewing Skills for Technical and Non-technical Audiences.
* Reduced work-load for several senior Google hiring managers by 96 hours-per-year, and decreased training time, by improving the system designer hiring process for approximately 200 new Google hiring managers. Improved process by creating and implementing eLearning courses that replaced existing bi-monthly four-hour leader-led presentation. These course are:
  + Writing System Design Interview Questions.
  + Interviewing System Design Candidates.
* Decreased time-to-competency for 1000 full-time and contract Google recruiters transitioning to new candidate tracking software by designing and developing 77 task-specific, step-by-step eLearning tutorials grouped by job function.

**Twitter via ProUnlimited (03/04/2019 - 10/08/2019)**

*Senior Instructional Designer*

* Identified and outlined the total training requirements and current training needs for approximately 50 Twitter Recruiters and Sourcing agents by interviewing 15 recruiters, sourcers, recruiting managers, and business support experts; and documenting the results and training recommendations.
* Increased Twitter recruiting efficiency by creating a series of eLearning courses about the Twitter compensation package (employee performance bonus plan, equity plan, and sales commission plan) for an audience of 30 recruiters and any future new hires.

**Google Inc., via Artech (07/24/2017 - 11/09/2018)**

*Senior Instructional Designer*

* Eliminated work redundancy and reduced training development costs by utilizing an existing content repository, rather than a separately developed Google Slides presentation, for training on the physical, technical, and functional properties of various Google devices.
* Decreased call time, improved sales performance, and improved customer satisfaction scores for over 200 Manila-based Google hardware support staff by designing and developing leader-led and eLearning courses covering each products physical and technological features, known issues, frequently asked questions, and potential add-on products and services.
* Decreased potential Google call center liability issues by creating and implementing eLearning courses on the General Data Protection Act, Google Information Privacy Settings, and the Google Home application.

**PG&E via The Training Associates (06/06/2016 - 12/30/2017)**

*Senior Instructional Designer*

* Reduced PG&E’s gas network liability by creating skill-based, step-by step eLearning tutorials for entering and analyzing information for over two billions items in the Gas SAP database.

**Wells Fargo via Aquent (05/18/2015 - 1/22/16)**

*Senior Instructional Designer*

* Designed and led the learning requirements analysis for a new integrated marketing process, which coordinated the efforts of the Wells Fargo Enterprise Marketing team, external agencies and vendors.
* Increased enterprise marketing integration, decreased marketing plan implementation time, and decreased training cost by designing and developing four eLearning modules with a primary audience of 50 to 70 employees across the Wells Fargo Enterprise Marketing team, external agencies, and vendors.

**Wells Fargo via Aquent (05/18/2015 - 1/22/16)**

*Senior Instructional Designer*

* Reduced training time on seafood food safety issues, storage, product merchandising, and sales skills for approximately 1,700 Safeway Seafood Dept. employees across the Western United States.
* Reduced eLearning training time for experienced Safeway employees by creating 10 eLearning courses that used a pretest to determine what content must be learned to achieve mastery.

**Safeway, Inc.**

*Senior Instructional Designer/Developer 2006 – 2014*

* Increased Safeway Meat and Seafood Dept. sales and reduced product waste by designing and developing sales skills training for approximately 4,000 Safeway Meat and Seafood employees across 1700 stores. Thee eLearning courses included content on product knowledge, customer conversations, and methods for closing a sale.
* Reduced cost-of-business and increased Safeway store department manager performance, by designing and developing a set of department specific eLearning courses on reading and interpreting various sales, inventory, and wage reports; containing information critical to managing a department.
* Reduced the cost of wasted produce, and increased produce presentation quality, by designing and developing an eLearning course, and corresponding check-list for 8,500 Safeway produce dept. employees and managers.
* Saved 1700 Safeway stores an estimated 8% on store costs by designing and developing an eLearning for 120,000 employees on energy and water conservation, recycling cardboard and plastics, and composting food waste.
* Reduced payroll errors and decreased time-to-competency for 8500 Safeway managers and assistant managers--as they transitioned to a new computer-based Time and Attendance system--by creating or re-creating task-based eLearning tutorials and user/learner guides. These tutorials were used during a five week train-the-trainer class, along with Instructor and Learning Guides, to teach two managers per store on how to train additional store managers.

**Education**

* Master of Arts (MA), Education, focus on Instructional Technology, San Francisco State University, San Francisco CA
* Bachelor of Arts (BA), Economics, Boston University, Boston CA