

Mary Ann Kowalczyk

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Summary

Creative instructional design professional with over fifteen years of progressive experience in eLearning development, data management, and systems support. Especially passionate about education, technology, and inspiring collaboration. Particularly successful in helping people want to learn by building innovative, scenario-based learning solutions.

Professional Skills & Knowledge

- Instructional Design
- eLearning
- ADDIE
- Adult Learning Theory
- Bloom's Taxonomy
- Project Management
- Gamification
- SharePoint
- Levels of Evaluation
- Gagné's Nine Events

Professional Experience

eLearning Instructional Designer – Independent Contractor June 2015 – Present

Training Solutions Designer October 2012 – June 2015
CAREER EDUCATION CORPORATION Schaumburg, IL

Responsibilities:

- Led the design and development of engaging eLearning courses, on-the-job training, SharePoint sites, and performance support solutions for over 300 admissions representatives and directors across 35 different campuses and 6 brands.
- Conducted realistic role-play assessments for new representative certification and provided feedback to management.

Accomplishments:

- Established a complete on-the-job leadership development resource center for new directors of admissions.
- Produced a compliance training package which included a webinar, interactive role-play eLearning, performance support resources, and a level 2 graded essay assessment using Qualtrics online survey tool.
- Created story-based product knowledge eLearning courses for information technology, business, and military college programs using Articulate Storyline and MS Office Suite.
- Built a complete pre-launch eLearning package consisting of 5 scenario-based eLearning courses, post-training recaps, screencasts, and level 1 evaluations for the new student management system.
- Converted a full week of instructor-led training into a series of collaborative Adobe Connect webinars.
- Mentored junior designers by coaching on eLearning and instructional design techniques, providing feedback on projects, and recommending educational options and training resources.

Technology Trainer and Designer June 2007 – October 2012
KRAFT FOODS, INC. Northfield, IL

Responsibilities:

- Trained over 500 global end users and administrators on overall processes and how to be self-sufficient by using performance support resources to research detailed needs.
- Developed eLearning courses and training materials using Articulate Studio, uPerform, and MS Office Suite.
- Connected with subject matter experts to perform needs analysis and establish training curriculum.

Accomplishments:

- Led support status meetings to analyze support trends, identify training needs, and recommend process improvements.
- Formed a collaborative culture by training employees to share knowledge using SharePoint collaboration and knowledge management tools. Won an "Above and Beyond the Call of Duty" awards for outstanding work in creating the team's SharePoint Intranet site, teamsites, discussion boards, and blog.
- Presented Kraft's uPerform training key learnings and best practices to the uPerform superuser group webinar. The audience included other major corporations rolling out their SAP training programs.
- Partnered with outside vendors to manage system support issues and to test and install system upgrades.

Senior Information Systems Auditor

April 2005 – June 2007

ALTRIA GROUP, *parent company of Kraft Foods, Inc.*

Northfield, IL

Responsibilities:

- Managed audit projects, assessed risk, performed testing, and provided audit findings to Kraft executive management.

Accomplishments:

- Mentored, assigned work to, and reviewed work of junior level auditors.
- Implemented the audit new employee onboarding web site which consisted of audit documents, templates, and procedures. This was used for onboarding all new audit employees.
- Provided audit risk subject matter expertise for Kraft's "Business Risk" eLearning course. Won the "Manager's Award" for outstanding performance in this volunteer assignment.

Systems Project Leader

January 1999 – April 2005

KRAFT FOODS, INC.

Northfield, IL

Responsibilities:

- Designed, developed, and implemented program changes to business critical sales information systems using the Synon/COOL:2E programming tool.
- Provided 24/7 level 2 support on a rotating basis to Kraft sales and customer service systems.

Accomplishments:

- Interviewed subject matter experts and documented system processes and procedures to create the first web documentation site in all of Kraft sales systems. Won "Best Web Documentation Site" award for this site.
- Mentored and onboarded new employees on the team's programming tools, processes, and procedures.

Education

Master of Arts, Training and Development – Emphasis: eLearning
Roosevelt University, Schaumburg, IL 2010

Graduate Certificates: eLearning, Instructional Design, Training and Development
Roosevelt University, Schaumburg, IL 2008

Bachelor of Science, Operations Management & Information Systems – Minor: Spanish
Northern Illinois University, DeKalb, IL 1998

Professional Organizations

Chicagoland Chapter of the Association for Talent Development (ATDChi), formerly known as CCASTD

Award Received:

- Volunteer of the Year, 2014 – Outstanding social media work for the chapter
*Selected annually by ATDChi Board of Directors from a group of over 500 Chicagoland chapter members

Positions Held:

- Director of Social Media, 2014 – 2015
- Social Media Committee Member, 2013
- Volunteers Committee Member, 2012
- Director of Volunteers, 2011