

# Mary Ann Kowalczyk

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## SKILLS

eLearning	Needs Assessment
Instructional Design	Adult Learning Theory
Articulate Storyline 2	Gagné's Nine Events
Camtasia	Bloom's Taxonomy
SharePoint	Levels of Evaluation
Gamification	LMS Administration
Micro-Learning	Curriculum Development
Graphic Design	Project Management
Mentoring	Relationship Building

## EDUCATION

Master of Arts

Training and Development, Emphasis: eLearning  
Roosevelt University, Schaumburg, IL

Bachelor of Science

Operations Management & Information Systems  
Minor: Spanish  
Northern Illinois University, DeKalb, IL

Graduate Certificates

eLearning  
Instructional Design  
Training and Development  
Roosevelt University, Schaumburg, IL

## PROFESSIONAL GROUPS

ATDChi (Association for Talent Development, Chicagoland Chapter)

### Award Received:

- Volunteer of the Year, 2014  
Outstanding social media work for the chapter

### Positions Held:

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

## PROFESSIONAL EXPERIENCE

### Learning Consultant

August 2015 – Present

Sears Holdings Corporation, Automotive – Hoffman Estates, IL

#### Responsibilities:

- Design and develop eLearning courses and games for Sears Auto Center employees at over 500 stores using Storyline 2 and Camtasia.
- Maintain the team's learning management system for over 5000 employees.
- Analyze return on investment for pilot training programs using Domo cards.

#### Accomplishments:

- Built micro-learning courses focused on improving employee performance.
- Developed scenario-based eLearning courses and interactive games and quizzes.
- Led the redesign and redevelopment of over 50 eLearning courses.

### eLearning Instructional Designer

June 2015 – August 2015

Mariano's Fresh Market – Rosemont, IL

#### Responsibilities:

- Designed and developed eLearning courses with voice-overs for front-end and specialty department employees across the country using Storyline 2.
- Directed photographers and videographers and acted in videos.

#### Accomplishments:

- Designed and developed nine eLearning courses in twelve weeks.

### Training Solutions Designer

October 2012 – June 2015

Career Education Corporation, Admissions – 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.
- Mentored junior designers by coaching, providing feedback on projects and recommending educational options and training resources.

#### Accomplishments:

- Converted a week-long instructor-led course into a virtual webinar series.
- Developed an on-the-job leadership development program for new directors.
- Built a learning package consisting of scenario-based eLearning courses, post-training recaps, screencasts and level-one evaluations for a new student management system launch.

### Technology Trainer and Designer

June 2007 – October 2012

Kraft Foods Group – Northfield, IL

#### Responsibilities:

- Trained over 500 global end users and administrators on the uPerform SAP training tool and the Mercury ITG project management tool.
- Developed eLearning courses and training materials using Articulate Studio, uPerform and MS Office.
- Connected with business leaders and subject matter experts to perform needs analysis and establish training curriculum.

#### Accomplishments:

- Trained business leaders and other departments on how to use and administer SharePoint teamsites and collaboration tools.
- Led support status meetings to analyze support trends, identify training needs and recommend improvements.
- Partnered with outside vendors to manage system support issues and to test and install system upgrades.
- Presented Kraft's uPerform training key learnings and best practices to the uPerform superuser group, which included other major corporations who use the tool to roll out their SAP training programs.