

Mary Ann Kowalczyk

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Professional Skills & Knowledge

- eLearning
- Instructional Design
- HTML
- Gamification
- Graphic Design
- Camtasia
- Micro-Learning
- SharePoint
- Needs Assessment
- Adult Learning Theory
- Levels of Evaluation
- Curriculum Development
- Gagné's Nine Events
- Bloom's Taxonomy
- LMS Administration

Professional Experience

Learning Consultant/Instructional Designer

August 2015 – Present

SEARS HOLDINGS CORPORATION

Hoffman Estates, IL

Responsibilities:

- Plan, design, and develop eLearning courses and games for auto center stores managers, selling associates, and technicians using Articulate Storyline 2, Camtasia, Photoshop, and Snagit.
- Collaborate with subject matter experts to gather content for storyboards, eLearning courses, job aids, and games.
- Maintain the team's environment of Sears' home-grown learning management system.
- Analyze the ROI (return on investment) date of specific training programs at various points in time using Domo.

Accomplishments:

- Developed fun and interactive games and quizzes to ensure learning objectives were met.
- Built micro-learning courses focused on improving the performance of specific groups of Sears associates.
- Led the redesign and redevelopment of over 50 service and sales eLearning courses.
- Created scenario-based eLearning courses for major Sears automotive products and services.

eLearning Instructional Designer (Independent Contractor)

June 2015 – August 2015

MARIANO'S FRESH MARKET, *owned by Roundy's*

Rosemont, IL

Responsibilities:

- Designed and developed multimedia eLearning courses using Articulate Storyline 2 and Adobe Audition.
- Documented detailed process flows and procedures by collaborating with subject matter experts, including regional managers, store managers, and hourly employees.
- Directed photographers and videographers and personally acted in videos to capture realistic grocery store scenarios.

Accomplishments:

- Designed and developed nine eLearning courses from start to finish, including voice-overs, for various levels of the store's front-end and specialty department employees.

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.
- Mentored junior designers by coaching on eLearning and instructional design techniques, providing feedback on projects, and recommending educational options and training resources.

Accomplishments:

- Developed an on-the-job leadership development program for new directors of admissions.
- Created a compliance training package including a webinar, role-play eLearning, performance support, and a graded quiz.
- Developed a complete eLearning package consisting of 5 scenario-based eLearning courses, post-training recaps, screencasts, and level 1 evaluations for a new student management system launching to all admissions staff.
- Created a virtual Adobe Connect webinar series to replace the original full week instructor-led training program.

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:

- Built a collaborative culture by training employees to share knowledge using SharePoint collaboration and knowledge management tools.
- Led support status meetings to analyze support trends, identify training needs, and recommend improvements.
- Presented Kraft's uPerform training key learnings and best practices to the uPerform superuser group webinar. The audience included other major corporations using uPerform to roll 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 (formerly CISA Certified)

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 and developed program changes to business critical sales information systems.
- Provided 24/7 level 2 support on a rotating basis to Kraft critical 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), Current Member

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
- Director of Volunteers, 2011

ISACA, Former Member (2005-2007)