



# CERAH HEDRICK

Instructional Designer + eLearning + Content Developer + Trainer

I am a highly skilled Instructional Designer and eLearning Developer with experience in designing and developing engaging online courses. My expertise lies in creating interactive and visually appealing content that promotes effective learning. I am seeking a position where I can apply my technical skills and creativity to contribute to the success of an organization's learning initiatives.

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[Online Portfolio](#)



## CORE SKILLS

- Utilize agile instructional design best practices to maximize training effectiveness
- Develop and deploy eLearning courses across multiple cultures and geographies
- Interview and collaborate with Subject Matter Experts (SME)
- Advise and collaborate utilizing adult learning concepts and best practices
- Use style guide and design standards to ensure consistency across education projects
- Research and implement eLearning and contextual help development tools
- Research, refine and develop team processes
- Design and develop instructor-led training, including leader and participant guides



### SKILLED IN

Instructional Design  
Learning Methodologies  
ADDIE / SAM  
Bloom's Taxonomy  
eLearning Development  
Video Creation  
LMS Administration  
SCORM / HTML5  
Learner Outcome and  
Assessments

### • Senior eLearning Developer | Sonatype

*July 2019 – May 2023*

Develop eLearning courses using instructional design methodologies and adult learning theory.

- Develop Articulate Storyline eLearning template. Template includes branched course with multiple scenes, customized menu, branded assets, all documented in an accompanying design document.
- Work with Subject Matter Experts, such as Customer Success Engineers and Product team members to gather and confirm technical correctness during the course development cycle.
- Assist in the development of and use of Jira and Kanban boards to define education development process to meet team standards.
- Develop Camtasia video templates for multiple product lines. Template components include intro/outro, branded components libraries, documented in accompanying design document.



## I DEVELOP

eLearning Courses  
 MP4 Videos  
 Technical Documentation  
 Job Aids  
 Simulations  
 Storyboards  
 Style Guides  
 Design Documents  
 Best Practices  
 Train-the-Trainer Materials  
 Participant / Leader Guides



## I WORK IN

Articulate 360  
 Storyline / Rise  
 Camtasia  
 Snag-It  
 SLACK  
 Jira  
 Zoom  
 G Suite  
 Miro  
 Adobe Creative Suite  
 Audacity  
 Learning Management Systems



## I WORK WITH

Subject Matter Experts  
 Customer Success Engineers  
 Product Engineers  
 Sales Engineers  
 Product Managers  
 Product Owners  
 Agile Teams  
 Scrum Masters  
 Field Support  
 Marketing

### Senior Instructional Developer | Scaled Agile

*February 2019 – June 2019*

Develop instructional resources, including instructor and student guides, workbooks, professional development, and performance tools.

- Perform agile, role-based analysis to identify learning outcomes, supporting objectives, and critical skills.
- Apply Agile working practices in a collaborative, lean-agile team environment.
- Assist in the development of the premier Scaled Agile online learning program.

### Content Developer | ZOLL Data

*March 2017 – January 2019*

Design and develop ZOLL Data SaaS eLearning training program: ePCR, Billing, Respond using Articulate Storyline & Rise eLearning and rapid development tools.

- Develop and present SaaS eLearning and rapid development training program to stakeholders and teammates.
- Develop and deploy Knowledge911 videos for ZOLL customers.
- Research Performance Support product vendors and best practices.

### Senior Content Developer | Sage Hospitality

*April 2015 – February 2017*

Develop training assets for business units including Business Intelligence, New Hire Orientation Programs, and the TimeSaver system.

- Develop and deploy video tutorials for company-wide distribution.
- Develop and revise content including training matrix, process flow diagrams, job aids and document templates.
- Assist in the roll-out and administration of the Sage Learning portal.

### Instructional Designer | Return Path

*October 2012 – March 2015*

Support sales, product, and education efforts; produced eLearning and instructor-led training materials for US and global locations.

- Develop / revise product and sales video tutorials for global distribution.
- Develop and deploy eLearning courses via education portal and learning management system.
- Develop and deploy Sales eLearning courses utilizing and integrating The Challenger Sale methodology and Salesforce.



## I AM

Collaborative  
Organized  
Resourceful  
Passionate  
Future Thinking  
Detail Oriented  
Curious



## I ENJOY

Hiking  
Cycling  
Traveling  
Animal Rescue  
The Outdoors

Cerah and I worked together to develop the eLearning course for the products I managed.

Cerah is an amazing person and a joy to work with. She would be a fantastic asset for any company looking for an engaging, intelligent, helpful, and excellent e-learning architect.

I strongly recommend her and look forward to working with her.

**-Jim Wilcox,  
Engineering Manager  
at Sonatype**

### ● eLearning Developer Consultant | Chipotle Mexican Grill *June 2012 – October 2012*

Develop multimedia elements to support eLearning (graphics, video and audio components); implement style guide and design standards.

- Research and implement eLearning tools and best practices to maximize training effectiveness.
- Ensure consistency across eLearning projects utilizing established style guide and design standards.

### ● Instructional Systems Designer II | StarTek *September 2011 – June 2012*

Design and develop leader and participant guides; develop eLearning modules with Captivate and Articulate Suite.

- Project manager for leadership curriculum. This SkillSoft Leadership Advantage (SLA) program for director level and above employees.
- Project included analysis, design, development and implementation of on-boarding process and curricula.
- Provide guidance to teammates on course development, template design, including peer review and team training sessions.
- LMS administration backup. Including preproduction testing including system documentation. Upload SCORM courses via FTP server.

### ● Tech Integration Specialist | Black Hills Corporation *April 2007 – August 2011*

Develop Code of Business Conduct eLearning course; deliver blended learning training; quick reference guide, style guide and train-the-trainer development; conduct new employee orientation for IT department; LMS administrator.

- Develop eLearning courses -- Code of Business Conduct, NERC, FERC and Job Hazard Analysis (JHA).
- Training material and content development for technical, safety, compliance and awareness communication.
- Learning asset materials include-- quick reference guides, style guides, train-the-trainer, storyboards and design documents.
- Conduct new employee orientation throughout all business units.
- LMS administration and configuration lead.

## EDUCATION

UNIVERSITY OF NEBRASKA - LINCOLN  
Bachelor of Science, 1988

SOUTHEAST COMMUNITY COLLEGE  
Associate Applied Science Microcomputer Networking

## CERTIFICATION

Basic Web and Document Accessibility for Content Contributors  
Accessibility Fundamentals - Disabilities, Guidelines, and Laws  
Articulate Storyline Certification (ATD)  
E-Learning Advanced Instructional Design (ATD)  
E-Learning Instructional Design (ATD)  
Instructional Design & Planning Certificate (WIDS)

## COURSEWORK

Advanced Video Editing (Red Rocks Community College)  
Adobe Premier Pro 6

Video Editing (Red Rocks Community College)  
Adobe Premier Pro 6

As a software engineer, I created several informational videos about some of the technical aspects and features of one of Sonatype's core products. And I thought they were pretty good, but little did I know. Cera got ahold of them and turned them into something truly spectacular. And on several occasions, she took the initiative to create content related to the work I was doing or had done - most of it rather technical and complex - and she did an amazing job.

In addition, since she gets to see a wider swath of the organization than I do she would connect the dots and facilitate conversations to help increase and improve our internal understanding of key product features and capabilities with the goal of fostering better, more informed interactions with our customers.

And her positive spirit and her kindness have been a source of encouragement to those around her, including myself.

**Russ Jackson, Software Engineer Professional**