



# Lawrence McIntyre

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## Summary

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I am a Senior Instructional Designer with extensive experience designing and developing effective training solutions for clients such as the US Navy, McDonnell Douglas, General Electric, Verizon, Capital One, USAA Insurance, and Siemens. I have nearly 20 years of experience and I've participated in every stage of the training life cycle. I have designed and developed training for Instructor-Led, CBT and WBT. Because I was a technical instructor for 10 years, I believe I bring a unique combination of skills and experiences to training design.

## Work History

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### Siemens T & D

Wendell, NC, United States

Apr 2007 - Jun 2008

#### Senior Instructional Designer/Project Manager

During this 10-month contract, I worked for the V.P. of Marketing for Siemens Power Transmission and Distribution. As a Senior Instructional Designer/Project Manager, I conducted a front-end analysis to determine the department's needs. The client wanted a multimedia sales kit designed and developed and delivered on DVD for distribution to the global sales force. I gathered the content from existing video, audio, and photos, created a detailed design document, flowchart and storyboards. I worked with an internal team to ensure accurate coverage of all products and identified external vendors to perform the production work. As the PM, I created the project plan and schedule and managed the vendors' progress to the completion.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to select, modify, or create a design and development model appropriate for a given project.
3. Demonstrated ability to plan and manage multimedia design projects.
4. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in a design project.
5. Demonstrated ability to apply business skills to managing multimedia design

Tools: Word®, PowerPoint®, MS Project®, Visio®, Flashform®

### Siemens PTI

Schenectady, NY

May 2007 - Jul 2007

#### Senior Instructional Designer/Consultant

During this 2-month contract, I worked for the Senior Business Development Manager, Educational Programs at Siemens Power Technology Incorporated (PTI). PTI has been conducting Instructor-Led training since 1968. They are the industry leaders in Power Technology software and they provide product training to their customers. As a Senior Instructional Designer/Consultant, I was hired to help them: 1. Decide whether e-Learning would work for them, 2. , Decide which, of their many courses, would be the best to begin their foray into web-based training and 3. Guide them through the RFP process and select a vendor for the first course development project. As part of this process, I worked hand and hand with an internal selection committee and mentored them as I wrote the Program Requirements Document and the Request for Proposal. We began our selection process with 15 possible vendors and conducted a three round selection process.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to plan and manage instructional design project.
3. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
4. Demonstrated ability to apply business skills to managing instructional design project.
5. Demonstrated ability to identify and describe target population characteristics.
6. Demonstrated ability to analyze the characteristics of the learning environment.
7. Demonstrated ability to analyze the characteristics of existing and emerging technologies and their use in an instructional environment.

Tools: Word®, PowerPoint®, MS Project®, Visio®

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## USAA Insurance

San Antonio, TX, United States

Sep 2006 - May 2007

### Instructional Designer

During this 9-month contract, I worked for the Director of Instructional Design at USAA Insurance Company. As a Senior Educational Consultant, I worked as part of a collaborative team, which was in the process of converting several thousand of hours of traditional Instructor-Led Training (ILT) courses to e-Learning. The new design was centered on the Reusable Learning Object (RLO) model. The intent was to develop a proprietary delivery platform that would be SCORM compliant and content could be easily re-used or re-purposed independent of delivery theme.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to plan and manage instructional design project.
3. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
4. Demonstrated ability to identify and describe target population characteristics.
5. Demonstrated ability to analyze the characteristics of the learning environment.
6. Demonstrated ability to analyze the characteristics of existing and emerging technologies and their use in an instructional environment.

Tools: Word®, PowerPoint®, Dreamweaver ®

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## Capital One University

Glen Allen, VA, United States

Mar 2006 - Sep 2006

### Senior Instructional Designer

During this 6-month contract, I worked for the Director of Learning, Capital One University. As a Senior Instructional Designer, I designed and developed a blended training solution for an internal software ERP rollout. I conducted a thorough front-end analysis, job and task analysis, target audience evaluation and training environment study. I wrote the learning objectives, assessment instrument, detailed design doc, flowchart and storyboards. This course was a blended learning solution so in addition to the e-Learning element, I created a Facilitator's Guide, Student workbook and classroom activity guide for the classroom exercises.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to plan and manage instructional design project.
3. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
4. Demonstrated ability to select, modify, or create a design and development model appropriate for a given project.
5. Demonstrated ability to select and use a variety of techniques to define and sequence the instructional content and strategies.
6. Demonstrated ability to select or modify existing instructional materials.
7. Demonstrated ability to develop instructional materials.
8. Demonstrated ability to design instruction that reflects an understanding of the diversity of learners and groups of learners.
9. Demonstrated ability to evaluate and assess instruction and its impact.

Tools: Word®, PowerPoint®, Captivate®

## OutStart, Inc.

Lake Mary , FL, United States

Dec 2004 - Feb 2006

### Senior Instructional Designer/Software Trainer

During this 14-month engagement, I worked for the Director of Customer Support. As an Senior Instructional Designer/Software Trainer, my role was two-fold. The first responsibility was as an instructor conducting end-user training on Outstart's software applications, which included the LCMS, (Outstart Evolution) the LMS (Outstart LMS) and, their e-Learning authoring tool (Outstart Trainer). The second role was one of consultant. In that role, I would travel to the customer site and install or supervise the installation of the LCMS and then validate the implementation. Then I would conduct a discovery session to help the customer ascertain what consulting services they would like to take advantage of – they were entitled to several hours of consulting as part of their licensing agreement. We would design a custom program, create a schedule for the services and I would then conduct workshops with the end-users to mentor them on how to implement the product into their culture/processes.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to perform consultancy duties, analyze customer needs, deliver effective mentoring to end-users.
3. Demonstrated ability to plan and manage instructional design project.
4. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
5. Demonstrated ability to select, modify, or create a design and development model appropriate for a given project.
6. Demonstrated ability to select and use a variety of techniques to define and sequence the instructional content and strategies.
7. Demonstrated ability to select or modify existing instructional materials.
8. Demonstrated ability to develop instructional materials.
9. Demonstrated ability to design instruction that reflects an understanding of the diversity of learners and groups of learners.
10. Demonstrated ability to evaluate and assess instruction and its impact.

Tools: Word®, PowerPoint®, Evolution®, Trainer®, MSPProject®, VMWare®, Windows Server 2003®

## Siemens-Westinghouse

Orlando, FL, United States

May 2004 - Jul 2004

### Instructional Designer

During this 2-month contract, I worked as part of a team from Accenture. The team was responsible for designing and developing a self-paced training course that covered a newly launched Web Application- Employee Portal. My role was part of the final phase of the project development cycle. I was assigned the responsibility of reviewing all of the materials that the team had developed and conduct an Instructional Design QA inspection.

#### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
3. Demonstrated ability to evaluate and assess instruction and its impact.

Tools: Word®, PowerPoint®, Robodemo®

## Alstom EAI

Bellevue, WA, United States

Jan 2004 - Apr 2004

## Senior Instructional Designer/Consultant

During this 3-month contract, I reported directly to the V. P. of Customer Support. The Alstom North American Training Center had been conducting software training for their proprietary Power Control software for more than 20 years. Now, the organization was considering a new direction that would enable them to offer their customers the opportunity to complete software training online. My role in this engagement was to conduct an IT infrastructure evaluation; training needs assessment, an e-Learning technology analysis, and a cost analysis. Armed with the resulting data, I wrote and e-Learning implementation plan, in which I made vendor recommendations, estimated costs, proposed a milestone schedule and made initial recommendations concerning courses to be developed.

### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
3. Demonstrated ability to evaluate and assess instruction and its impact.
4. Demonstrated ability to apply business skills to managing multimedia design

Tools: Word®, PowerPoint®, Visio®

## Verizon

White Plains, NY, United States

Jun 2002 - Dec 2003

### Senior Instructional Designer

During this 20-month contract, I worked for the Director of Customer Training. As a Senior Instructional Designer, I designed and developed software training for internal software tools. I conducted the front-end analysis, job and task analysis, target audience evaluation and training environment study. I wrote the learning objectives, assessment instrument, detailed design doc, flowchart and storyboards. I developed the course using Dreamweaver, Javascript, Flash templates and Robodemo.

### Project Accomplishments:

1. Demonstrated ability to communicate effectively in visual, oral and written form.
2. Demonstrated ability to plan and manage instructional design project.
3. Demonstrated ability to promote collaboration, partnerships and relationships among the participants in an instructional design project.
4. Demonstrated ability to select, modify, or create a design and development model appropriate for a given project.
5. Demonstrated ability to select and use a variety of techniques to define and sequence the instructional content and strategies.
6. Demonstrated ability to select or modify existing instructional materials.
7. Demonstrated ability to develop instructional materials.
8. Demonstrated ability to design instruction that reflects an understanding of the diversity of learners and groups of learners.
9. Demonstrated ability to evaluate and assess instruction and its impact.

Tools: Word®, PowerPoint®, Robodemo®,

## Education

University of Central Florida

Orlando, FL Jun 1996 - Dec 1998

Masters of Arts, Instructional Technology

University of Central Florida

Orlando, FL, United States Jan 1993 - May 1994

Bachelors of Science, Education

## Skills

**Instructional Systems Design (ISD)**(Expert)

10+ Years Experience, ( Last Used <1 year ago )



**Training Development Project Management**

(Advanced)

5-6 Years Experience, ( Last Used <1 year ago )



**MS Project**(Intermediate)

3-4 Years Experience, ( Last Used <1 year ago )



**Visio**(Intermediate)

3-4 Years Experience, ( Last Used <1 year ago )



**MS Office**(Advanced)

10+ Years Experience, ( Last Used <1 year ago )



**Dreamweaver**(Intermediate)

5-6 Years Experience, ( Last Used <1 year ago )



**FlashForm**(Intermediate)

1-2 Years Experience, ( Last Used <1 year ago )



**Captivate**(Intermediate)

3-4 Years Experience, ( Last Used 1-2 years ago )



**Photoshop**(Intermediate)

5-6 Years Experience, ( Last Used 1-2 years ago )



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## Interests

Photography

Golf

Technology

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