

JOEL THOMAS

LEARNING DESIGNER & DIGITAL LEARNING SPECIALIST

CONTACT



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ABOUT ME:

I am an Instructional Designer and Learning Design Specialist with 20 years of experience in various learning design development roles. I am passionate about learning design in every facet of my professional and personal life and I am well known for it. I am experienced in performing the training needs analysis, design, development and delivery of a suite of learning projects and change management projects from conception to production and subsequent feedback for continual improvement. This includes all learning delivery formats from printed assets, face-to-face learning support for facilitators, online learning solutions, websites and knowledge repositories, blended learning programs, eLearning, mobile Learning and explainer videos.

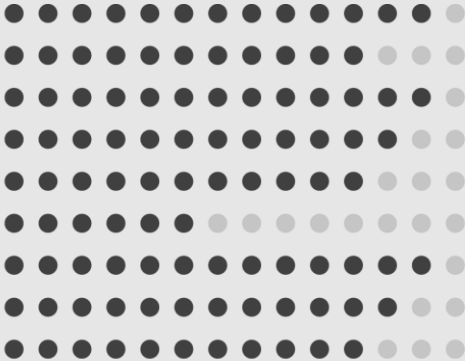
I value keeping up to date on the latest learning design trends and innovations and implement these lessons into my everyday work. I have proven track record in aligning learning design activities with organisational change projects to meet business objectives. I strive for stakeholder engagement and consistently receive excellent feedback.

EMPLOYMENT SUMMARY:

- 2017 - 2021 - LION - Instructional Designer & e-Learning Specialist.
- 2016 - 2017 - Studying at Swinburne University.
- 2016 - 2016 - WORLEY PARSONS - Instructional Designer & e-Learning Specialist.
- 2015 - 2016 - TRANSDEV - Instructional Designer/Graphic Designer/eLearning Specialist.
- 2015 - 2015 - ANZ - Instructional Designer/Graphic Designer/eLearning Specialist.
- 2012 - 2015 - COLES - Instructional Designer & e-Learning Specialist.
- 2007 - 2011 - AGL ENERGY - L&D Consultant & uPerform AGL Knowledge Website Manager.
- 2005 - 2007 - ORIGIN ENERGY - L&D Consultant.

DESIGN SOFTWARE EXPERTISE:

- Articulate 360
- Adobe Captivate
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Microsoft Office Suite
- Web Design
- Learning Management Systems



EDUCATION:



BA/HONS PSYCHOLOGY/ENGLISH 1996
UNIVERSITY OF NEW SOUTH WALES



CERT IV WORKPLACE TRAINING & ASSESSMENT 2007
BOX HILL TAFE

PROFESSIONAL EXPERIENCE:



LION – DECEMBER 2017 – MAY 2021 Instructional Designer & eLearning Specialist.

I joined the Lion Way for Account Management (LW4AM) coaching/learning program team to support the creation of a suite of end user centric, engaging and fit for purpose learning materials.

- Working with Capability Leaders and subject matter experts (SMEs) to apply best practice Adult Learning Principles using the ADDIE model, I collaborated on all elements of the LW4AM program and built the following modules:
 - LW4AM Induction program.
 - Selling & Negotiation (Including PEEE).
 - Customer's World.
 - Range Review.
 - Right Program.
 - Skill Director.
 - Account Manager Development.
 - SAP/Anaplan.
 - And a host of other supporting workshops and videos.
- The learning ecosystem was in an array of digital formats including MP4 Explainer Videos, SCORM eLearning, technical guides, software simulations, reference job tools, learner guides, knowledge website, HTML5, infographics, various styles of PowerPoint tools and workshops.
- I managed the LW4AM WordPress website software stability, regularly updating the website with new learning materials and website sections. In 2018 we updated the LW4AM website with a new WordPress template to facilitate end user engagement.
- In 2021 the WordPress website was decommissioned. I then migrated the entire website and document library content to SharePoint with emphasis on replication of the website navigation and look and feel for end user consistency.
- I also supported other business areas of Lion where needed. This included:
 - *Marketing* - professional print formatting/print PlayBooks.
 - *Field Sales* - Induction explainer video.
 - *Legal* - ACCC Compliance Law at Lion eLearn.
 - *SAP* - 2-part Business Partner (BP) explainer video.
 - *Anaplan* - Explainer video, technical guides, cheat sheets & how to guides.
 - *Account Management (AM)* - various AM presentations such as Coles Quarterly Business Review (QBR) and Classic Value.
 - *Group Capability* - Technical guides.
 - *Success Factors* - Learning assessments for offline facilitation.
- Provided IT and software advice/support to various areas of Lion about WordPress and eLearning materials development software.
- **Software used included:** Articulate 360, Audacity, Adobe Photoshop, Dreamweaver, Illustrator, After Effects, After Effects animation packs, InDesign, Microsoft Office suite, WordPress and SharePoint.



WORLEY PARSONS – JULY 2016 – NOVEMBER 2016 Instructional Designer & eLearning Specialist.

- Working with SMEs to design and develop user reference guides, quick reference guides, work instructions, video simulations and change management communications for an Oracle upgrade release which affected Worley Parsons business locations globally.
- A special emphasis was on clear and simple information delivery for staff with English as a second language.
- Design innovative and engaging eLearning compliance modules using Articulate Storyline.
- Design engaging change management communications/materials to support Oracle rollout.
- Continuous improvement of all materials based on communications team and end user feedback.
- **Software used included:** Oracle UPK, Articulate Storyline, Adobe Photoshop, Microsoft Office Suite and SharePoint.

PROFESSIONAL EXPERIENCE:



TRANSDEV AUSTRALIASIA - NOVEMBER 2015 – JUNE 2016

Instructional Designer, Graphic Designer & eLearning Specialist.

- I was used as a resource by the Transdev National Learning Manager to support work on a wide variety of learning programs for the Transdev Head Office and individual Transdev State Learning teams.
- Redesigned much of the existing Transdev corporate learning materials to be more visually pleasing and engaging, created training videos and managed the creation of professionally filmed Bus driving training videos.
- Partnered with various Transdev business units as a resource to send presentations and training materials to for “jazzing up” to make them “pop” for the end user audience.
- Created visually engaging eLearning materials for Transdev’s new international payroll system rollout, Corporate Health & Safety presentations, various software systems, new management training programs, work instructions for new SAP processes, various face-to-face training PowerPoint presentations, brochures, Z-cards, A4 and A5 reference guides, 1-page quick reference cards and created corporate department websites on SharePoint to house published electronic learning materials.
- **Software used included:** Adobe Captivate, Photoshop, Dreamweaver, Illustrator, InDesign, Microsoft Office suite and SharePoint.



ANZ – AUGUST 2015 – NOVEMBER 2015

Instructional Designer, Graphic Designer & eLearning Specialist.

- Working with financial regulatory SMEs and ANZ’s legal team, I was tasked to develop and design various training materials and engaging video “tasters” to support the change management activity for an audience of ANZ Large Market Loan Finance compliance programs as new rules had been federally imposed by the Australian Government and affected ANZ staff in Australia, New Zealand and in various international locations.
- Training and change management materials designed included Adobe Captivate 9 “taster” movies and training simulations, easy to understand Infographics, PowerPoint presentations, online work instructions, online user guides and reference guides.
- **Software used included:** Adobe Captivate, Photoshop, Illustrator, Microsoft Office suite and SharePoint.



COLES SUPERMARKETS – JANUARY 2012 – JUNE 2015

Instructional Designer & eLearning Specialist.

- Working with internal stakeholders and end user audiences, analyse needs, design, develop, implement and review learning design solutions for the Coles Supermarkets 90 thousand store team member end users.
- This included business wide P&C learning programs such as the “Coles & Me” store Induction program, Retail Leaders program, The Coles Way store standards, Successful Starts for new managers to Coles and various ongoing P&C and IT software projects touching 90 thousand store team members.
- Developed from concept to completion, the “Coles & Me” Coles Supermarkets Induction handbook. This was presented to the CEO and Coles Executive Board by the Supermarkets P&C Manager as an example of Learning & Developments product.
- Developed “Successful Starts” for new managers program also presented to the CEO and Coles Board as an example of the work L&D was capable of producing and garnered excellent feedback from P&C managers and Store Managers business wide.
- Created “Facilitate with Engagement” – the new and official Coles L&D “Train the Trainer” program developed, trialled and delivered to Coles State Coach and Store Manager groups, garnering excellent feedback from all around the business.
- Design innovative, and engaging responsive eLearning/mLearning using Adobe eLearning suite and Articulate 360 to be used on store iPads and back-office computers for various learning programs.
- Suggest, research, promote and implement learning delivery support solutions such as new LMS functionality, Cisco WebEx, Adobe Forms Central and SharePoint mini-sites to supplement and enhance traditional information delivery solutions.
- Design and develop document and website templates for the Learning & Development template library using Photoshop, Illustrator, InDesign, Dreamweaver and Microsoft Office suite and train other team members from all over the business on how to use them to produce well-rounded learning materials.
- Mentor and train other Learning & Development team members to improve their work to a highly professional standard.
- **Software used included:** Adobe Captivate, Articulate Storyline, Adobe Photoshop, Dreamweaver, Illustrator, InDesign, Forms, WebEx, Microsoft Office suite and SharePoint.

PROFESSIONAL EXPERIENCE:



AGL ENERGY – FEBRUARY 2010 – JANUARY 2012

Instructional Designer, Knowledge Website Manager & eLearning Specialist.

- Design, develop and continually update AGL's SAP uPerform "iKnow" digital knowledge repository website based on end user feedback and current website trends to be visually exciting, enticing, intuitive and easy to use. iKnow housed more than 12 thousand P&C, business rule, SAP and other software instruction documents.
- Design innovative and engaging eLearning using Adobe eLearning suite and Articulate Storyline.
- Create document templates for the iKnow website using SAP uPerform, Dreamweaver, In Design and Microsoft Office suite.
- Based on solid TNA, stakeholder and user feedback, redesign/improve existing digital documentation on the iKnow website.
- Act as a gatekeeper to review and re-write online documentation adhering to the AGL Style Guide and language standards.
- Deliver specialised SAP uPerform, Dreamweaver and Photoshop training to enable AGL content authors to produce quality work instructions and reference documents for the iKnow website.

MAY 2007 – JANUARY 2010

Learning & Development Consultant.

- Develop and update SAP work instructions, regulatory reference documents and eLearning materials for the Customer Credit & Payments department (approximately 150 on-site staff plus 100 BPO staff in Manila), reflecting continually changing Energy Industry regulations and company business decisions based on regulatory requirements.
- Design and develop, in conjunction with National Learning & Development Manager, a national SAP implementation training delivery project as part of a major change program across the AGL Energy Retail division.
- Build and maintain deeply rooted stakeholder relationships to ensure a high L&D profile throughout the business.
- Identify training gaps and develop assessed training based on training needs analysis.
- Heavy involvement with the Quality & Compliance team in order to identify training requirements and outcomes based on Quality & Compliance assessment of staff and then deliver training based on this feedback.
- Deliver onsite support training to BPO Centre staff in Manila, Philippines.



ORIGIN ENERGY – JANUARY 2005 – MAY 2007

Learning & Development Consultant.

- Manage and deliver back-office starter Induction including documentation and direction.
- Assess new starter skills, provide training on various software applications and mentor until competent.
- Evaluate trainee's suitability to progress to more complex tasks and provide the corresponding learning solutions.
- Provide weekly progress reports to business leaders recommending suitability, ongoing training, special needs and recommend changes to new starters responsibilities due to competence.
- Design and regularly update a digital library of various business unit SAP and legacy software work instructions.

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SPECIALISED PROFESSIONAL COURSES 2007 - PRESENT
Various People Management, Adult Learning and Change Management Methodology employer funded business courses.

VARIOUS PROVIDERS



REFERENCES:

References supplied on request.

RECENT LION WORK EXAMPLES:

Meaning, Difference & Salience Explainer Video:



SAP Business Partner Functionality Explainer Video:



Customer's World Matrix How to Guide:

Customer's World Matrix

How to Guide

The Customers World Matrix is to be updated with the latest information to provide the wider Lion team insight into our Customer's world.

The Customer's World Matrix will be utilised by various people within Lion, many of whom may have no understanding of our Customer. For example, the Marketing team may not understand your banner or the Commercial team the specifics of your buyers KPIs. Customer teams must keep this in mind when completing the Matrix.

Golden rules for completing Customer's World Information:

- Don't use acronyms:** When filling in this matrix remember that colleagues in other departments may not understand acronyms specific to your department.
- Assume your readers don't have your baseline knowledge:** Don't use shorthand or acronyms. They may not understand your shorthand or language in reference to your customer.
- Use complete sentences:** This ensures that all readers will understand the information. Be as specific as possible. Provide as much information as you can.

Customer's World Matrix

How to Guide

- The more we learn, the more we understand:** Some customers are more sophisticated than others therefore the require more information capture than others. Regardless, attempt to understand maximum information to populate the Customer's World Matrix.
- Consistency is king:** If you don't understand what is required to complete the question, ask your leader to ensure we are providing consistency. Providing similar responses will ensure other departments can understand our responses.
- Applicable information only:** If a particular question or topic doesn't relate to your customer mark it as Not Applicable.

Coles Liquor Group Quarterly Business Review Presentation:



LION BEER CATEGORY VISION

"Reinvigorate beer value growth by inspiring Australians to 'drink better' beer, on more occasions"

Drink Better =

- Greater range of relatively better for you options.
- Beer worth paying more for.

Goal:

Deliver an incremental \$1B by 2021
= +8% growth over 3yrs.