

Terence Gordon Craig

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Resume

- Qualifications**
- Over 15 years of experience as a consultant creating successful training solutions for business, industry, the military and academia.
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Services	Training	Work Process Re-engineering	Information Design & Production
	<ul style="list-style-type: none">■ Needs & task analysis■ Curriculum design■ Print-based self-study, instructor-led and Web-based courseware	<ul style="list-style-type: none">■ Process analysis■ Process redesign■ Process documentation including procedure manuals and job aids	<ul style="list-style-type: none">■ Information designed to maximize comprehension and retention in print, multimedia and Web formats

- Professional Accomplishments**
- Developed documentation and six training modules for Gap Inc.'s implementation of Retek/Oracle supply chain software.
 - Designed, wrote and edited instructor-led and Web-based training for Cisco Systems, Old Navy., Southern California Edison, the Southern California Gas Company, Sun Microsystems, VERITAS, the U.S. Navy, and Xerox.
 - Assisted senior managers at General Motors in developing a new performance improvement strategic direction for their wholesale and retail training organization.
 - Analyzed, re-engineered and implemented new work processes for USC and Southern California Edison.
 - Wrote online and paper-based software documentation for the Xerox Palo Alto Research Center and the Los Angeles Department of Water and Power.
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Professional Experience

Listed below are some of the major consulting projects that have provided me with a wide variety of experience in the critical specialties of workplace performance improvement:

2006 – 2008 **Instructional Designer for Cisco Systems**

Provided needs analysis and instructional design support for five instructional design projects in the manufacturing division. Updated existing online instruction using Adobe Captivate.

Assisted executives and technical employees in preparing effective presentations delivered online and in twice-yearly live events for a variety of Cisco technologies. Analyzed survey results from these events and provided recommendations for process improvement. Prepared online documentation for a technical Web portal in PowerPoint, Captivate, and Camtasia, beta tested online training, and created PowerPoint technical presentation templates, among numerous other writing and design assignments.

Resume: Terence Gordon Craig (continued)

Professional Experience

Continued

- 2004 - 2006 Training and Documentation Designer for Gap Inc.**
Created courseware and paper and online documentation for Gap, Inc's Retek/Oracle Merchandizing System and the external reporting software that interfaced with it.
- 1999-2003 Training and Documentation Designer for Los Angeles Dept. of Water & Power**
Planned the courseware for a software training "university" to train all levels of end users and managers of an e-commerce requisition and bidding application.
Created and delivered courseware and paper and online documentation for the application.
- 2000-2002 Instructional Designer for Sun Microsystems, Cisco Systems**
Designed and wrote curriculum to train systems engineers and channel partners to design, deploy and maintain new products for both Sun Microsystems and Cisco Systems. The Sun Microsystems project involves creating a blended paper-based/web-based products as well as designing a standardized format for future similar instructional products.
- 2000 Instructional Designer for VERITAS Software Corporation**
Interviewed managers in the legal, sales, and financial departments at VERITAS to write three informational presentations for sales new-hires at VERITAS and implemented them for the corporate intranet using Macromedia's Dreamweaver application.
- 1999-2000 Performance Improvement Consultant for General Motors**
Assisted in the design and documentation of a new performance-oriented training strategy for the Vehicle Sales Service and Maintenance Training Organization at GM. Supervised, conducted and documented a Best Practices survey of leading companies to help determine the appropriate strategic initiatives for the organization, in addition to other responsibilities.
- 1998-1999 Process Designer for Southern California Edison**
Analyzed workflow to devise more efficient work practices. Wrote procedures and produced paper and electronic job aids and other performance support materials. These efforts were designed to adapt existing Billing Department practices to the requirements of the new deregulated environment for energy companies.
- 1996-1997 Instructional Designer for Southern California Gas Company**
Designed and wrote two one-week courses for craft employees in the Procurement and Logistics Department. Turned the task analysis into the Department's first Procedural Manual and assisted departmental managers in leveraging the training to institute improved job procedures.
- 1995-1996 Instructional Designer for The National Charity League**
Designed and wrote an eight-hour child abuse identification workshop for Head Start teachers in California. This training received the 1996 LA ISPI *Outstanding Achievement In Performance Improvement* award.
- 1993-1995 Professional Studies Department Manager in the USC School of Education**
Redesigned departmental procedures and computerized the operation of the Professional Studies (Continuing Education) Department. During my two years as manager, the department doubled its annual gross income from less than \$500,000 to almost \$1,000,000.
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Education

PhD, Educational Psychology, University of Southern California
BA, Broadcasting, California State University, San Francisco
