

NEHA PODDAR

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Seeking challenging assignments with a reputed organization in the field of **Education/ Content Development** as **Instructional Designer / E-Learning Specialist**, to create rich and immersive learning experience while offering an opportunity for growth in terms of knowledge acquisition and career development.

Executive Profile

Proactive, diligent and multi-skilled **Communication Designer** with more than **7 years** of experience in **designing and developing effective learning solutions to cater to training needs across multiple media platforms. Particularly adept at conducting Learning Needs Assessment, designing an effective Instructional program, shooting and publishing training videos on LMS(Learning Management System) with sound knowledge of various editing softwares and digital video equipments required in the production of live videos.**

- Solid understanding of Instructional Design theories, process and methodologies, including interactive teaching methods ensuring the design of custom blended learning solutions (in-class and online learning)
- Proficiency in creating interactive online content, developing teacher/instructor and learner materials and SCORM compliant e-learning videos using various multimedia tools (Flash, Captivate, Storyline, Camtasia, Premiere Pro, Photoshop, After effects and more)
- Over 3 years of International teaching/facilitation experience along with summative and formative evaluation with solid analytical skills to assess and develop recommendations to enhance learning
- Creative problem solver with a background in Communication Design that enables brainstorming clever solutions and innovative instructional strategies, visualizing instructional graphics/videos and incorporating interactivity.
- Well versed with conceptualizing and developing Design deliverables (Print/Broadcast) that function on-brand and on-strategy

Core Proficiencies

- Instructional Design/E-Learning
- Content Development/Management
- Video Production/ Multimedia Design

- Virtual+ Web-based+ Instructor-Led Training
- Video Editing/Motion graphics/Animation
- Scripting/Storytelling

Computer Proficiencies

- Adobe Creative Suite (Premiere Pro, Photoshop, AfterEffects, Flash, InDesign, Illustrator, Audition)
- Final Cut Pro
- MS Office Suite(Word, Powepoint, Excel, Publisher)
- Articulate Storyline + Captivate
- Camtasia + ScreenFlow + Snagit
- CSS/ HTML

Professional Background

INTUITIVE SURGICAL (Contract with Ascent Services)

(July'17 – Present)

Instructional Designer

(Available from Feb 2018)

- Worked as a part of the Commercial Learning team to assist in building Instructor-led training materials (including facilitator's guide, teaching deck, reference guide etc) for Clinical and Sales Training (CAST)

- Worked cross-functionally (with Marketing and Creative Services department) to manage and lead production of Test Drive videos (that included scripting, storyboarding, production and A/V editing) to educate on how to give an effective procedure-specific test drive on the Vinci Xi surgical system.
- Worked on revising the Training Needs Assessment Template/Guide in order to establish a smooth process of conducting an effective analysis of the project scope, design and develop training curriculum and evaluate success.
- Worked closely with trainers to build learning objectives, training strategy and evaluation criteria for workshops for WWSM 2018.
- Assisted the team with several design work to support look&feel and flow of the content (includes creating infographics, icons, podcasts, edit clinical procedure recordings etc)
- Gained experience with Agile (quality management system) and worked on getting several documents through Agile to be used for Clinical and Sales Training.

APPLE (Contract with Aumkaara, Inc)

(Jun'16 – Jan'17)

Instructional Designer

- Scripted, designed and developed e-learning videos for new-hire training using multiple authoring tools.
- Worked as a part of the Client Services and Technology team to build web-based training on various Apple products and applications.

GOOGLE (Contract with Akorbi)

(Jun'15 – March'16)

Instructional Designer

- Scripted, designed and developed e-learning videos for various soft skills training as well as product launch video describing 'Career goals' as a new feature in the internal 'Grow' site.
- Built online resources for "Negotiation skills" training
- Prepared Onboarding checklists for new hires for GLD(Global Learning Design) team
- Designed and developed training content for EDGEWorks modules that include Communication and Empathy skills catering to gTech teams
- Designed and developed "Perf" (performance review) video for Learning modality Evaluation
- Designed job aids on Career paths for SMB teams (NBS - New Business Sales)

FREELANCE PROJECTS

(Jun'14 – Jun'15)

CALICOM.Inc (A Unified Communication and Collaboration company)

Design Consultant

I played keyrole in building the company's overall GTM(Go to Market) strategy which includes:

- Content development of marketing collaterals using various tools and techniques for effective visual communication.
- Planned overall production of marketing and product demo videos including scripting, budgeting, scheduling, Shooting and post production.

GWLN (NGO), California, U.S.A

Content Development/ Digital Marketing Specialist

- Managed end to end production of training videos and learning materials for WLW (Women Leaders for the world) classroom training.
- Facilitated online training/webinars for various participants globally and managed Q&A, polling during the training session (ILT).
- Managed end to end production of videos across various stages (pre to post) including scripting, scheduling, budgeting, shooting, editing, sound recording and packaged the video content as per brand guidelines.
- Planned and executed all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Managed GWLN's social media channels, analyzed data and created monthly reports on social media analytics.

EDUSYS SERVICES PVT. LTD., Bangalore, India

(Jul'13 – Jan'14)

Instructional Designer/ Senior Manager-Production

- Built e-learning content for various technical training curriculum/Process training like Scrum, PMP, Agile, Six Sigma, Prince 2, Risk Management, IT systems training.
- Worked closely with SME (Subject Matter Expert) to design MOOC style training programs for a global audience using various multimedia tools for effective learning.
- Used adult learning theory and principles to design engaging learning materials that could be tailored to multiple learning modalities.
- Wrote scripts, created storyboards and mockups as well as recorded and edited audio/video to integrate in learning solutions.
- Captured user inputs for further improvement of both classroom and virtual/web-based training (ILT and WBT)
- Strengthened company's business by leading the implementation of new methodologies for fast production of online educational videos
- Trained, coached and mentored staff to ensure smooth adoption of new training program
- Spearheaded cross-functional initiative to ensure fast production of quality videos and within budget constraints
- Worked closely with web designers to launch the website for Braineo team
- Initiated an in-house video library so as to produce videos easily within constraints of time and budget.

EDUCOMP RAFFLES HIGHER EDUCATION LTD., Bangalore, India Faculty for Visual Communication/ Video Producer

(Oct'11 – Jul'13)

- Conducted training session on courses related to Visual Communication, Graphic Design and Digital Multimedia.
- Analyzed, Designed and Developed course curriculum and training materials including video tutorials to deliver classroom teaching.
- Managed the training and documentation process and maintained schedule and deliverable deadlines.
- Took several workshops in Scripting/Storytelling and supervised student's film/video projects through different stages of video production that won awards in India's biggest international design event, IDF
- Translated discussions into leading an in-house workshop that involved cross-functional design activities and spearheaded events like fashion shows, trade shows and seminars
- Evaluated the student's performance while assessing the educational needs.

ICAT Design and Media College, Bangalore, India Faculty for Multimedia Design/ Communication Designer

(Jan'11 – Feb'12)

- Designed module brief and developed relevant teaching aids for effective learning
- Developed and delivered engaging lectures to undergraduate students on subjects related to Communication Studies/Media Production and evaluated their performance.
- Planned, evaluated and revised course content and course materials for easy understanding of the subject
- Convened and led a multi-discipline committee to address sustainability in college operations
- Translated complex content and data into compelling visuals for media outreach
- Conceptualized and spearheaded the Film Festival, 'Chitrotsava' that showcases student's films and videos to the larger audience
- Designed all the marketing collaterals for the annual college events
- Spearheaded the summer camps and hosted other design activities like workshops, competitions etc. within and outside the college premise

FREELANCE, Ahmedabad, India Videographer/Producer/Editor

(Jun'07 – Dec'10)

- Scripted and directed a corporate film for National Institute of Design, India on its golden jubilee
- Worked as an Assistant Director and Production Manager for two P.S.As on road safety sponsored by the International Road Federation
- Scripted, Directed and Edited several documentary films for N.G.Os based in India along with many short fiction films and a music video
- Did corporate branding for a global MNC based out of Bangalore, India

CONVERGYS, India Process Trainer

(Jan'07 - May'07)

- Responsible for training the CSRs (Customer service representative) on various Processes to improve the quality of interactions with end customer
- Evaluated the call quality-monitoring score against the operational metrics
- Provided feedback on improving the quality score so as to increase customer satisfaction

- Planned, developed and produced media productions and programs by translating management's objectives into production ideas; worked on the format, approach and content in order to meet goals within budget and time limitations
- Prepared storyboards and scripts by arranging and scheduling talent, scene shots, locations, props and sets as required in order initiating the production process
- Involved in administration, organization and secretarial work required in producing a television program
- Worked closely with the Program Manager to schedule video productions
- Checked running orders and scripts and supervised editing
- Attended production meetings and dealt with accounts and expenses

Professional Credentials

- Certificate in **Instructional Design and Delivery** from UCSC Silicon Valley Extension, CA
- PG Diploma in **Communication Design** (Film and Video Production) from National Institute of Design (a premiere design institute in India)
- BA in **Communication (with Media Studies)** from Patna University, India

Certifications & Trainings

- Certificate in Video/Audio Production and Still Photography
- Successfully completed an internship in the leading Media Channels in India like AVP News and Zee News to gain exposure to the various tools and technique involved in the production of a TV program
- Completed Internship in Adfactors PR, Pune and gained practical experience in writing press releases and organizing press conferences.

Key Skills

- Strong positive attitude and quick adaptability and flexibility to work
- Good interpersonal communication skills and Leadership qualities
- Ability to organize and prioritize the tasks and work under pressure
- Ability to multitask and take creative decision in a fast-paced environment
- Quick learner, able to grasp new ideas, concepts and methods