

Carlos Rubinstein

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SUMMARY

Quickly establishes credibility and confidence with clients and coworkers. Applies proven instructional design principles to produce engaging and effective instructor-led training, e-Learning, and documentation. Proven ability to lead teams and work effectively with individuals and groups at all levels. Possesses excellent communication, facilitation, analytical and presentation skills. Communicates complex information in a manner appropriate to the audience. Noted for quick and accurate needs analysis, requirements gathering, design and process innovation, change management, and project execution. Proven ability to work independently, handle simultaneous projects, and meet or exceed expectations while delivering on time or better. Demonstrated ability to assess risk and proactively manage it.

EXPERIENCE

Senior Instructional Design Consultant

M Squared, a Solomon-Edwards Company, San Francisco, CA 2014-2017

Cisco Systems For the Services Enablement Center of Expertise (CoE), led curriculum development and sales enablement best practices, supporting an audience of over 20,000 sellers and partners worldwide. Created content assets custom-tailored to the Global Sales audience, and coached the larger Services Enablement team on creating effective content for our audience. Assisted in migrating content development from a Marketing-driven model to a Sales-oriented model.

- In less than two years, output included over 20 eLearning, instructor-led and video courses, various infographics, audience-wide assessments, and over a dozen programs and initiatives.

Bank of the West For the Bank's implementation of enhanced Customer Due Diligence (a critical component of BSA/AML compliance), combined technical/systems training with the client's internal sales methodology, to create a blended solution combining eLearning for the primary audience (approximately 1,500), separate eLearning for Management, and multiple interactive digital flipbooks.

- Increased employee and management adoption, by framing compliance as a means for deepening the customer relationship, while also increasing cross-sales and referrals.
- Developed a custom eLearning template for the Retail Banking division, which was adopted by Corporate Training as a model for effective, high-engagement instructional design and development.

Instructional Designer/Developer/Videographer

The Mosaic Company, Renton, WA 2012-2014

Pacific Gas & Electric Company (PG&E) In just 20 months, designed, developed, and produced twenty instructional videos, ten eLearning courses, ten video-based courses, and three media-enhanced Instructor-Led Courses. Created a workflow and templates for developing interactive PDF-based training assets, and developed assets for three blended training programs for the Gas Measurement and Control division. Developed and implemented a Rapid eLearning Development template adopted by PG&E Academy. Advised PG&E Academy on multiple technology acquisitions, including video, audio, and photographic equipment, document cameras, and large-format touch-screen displays. Facilitated multiple eLearning design workshops. Served as Learning Technology and Media liaison to: Gas System Operations, Virtual Learning Best Practices Committee, Storyline Users Group.

Course Developer

Splunk, Inc. San Francisco, CA 2011-2012

Created a template and standards for delivering the highly-regarded Splunk Education curriculum via self-paced eLearning. Designed and developed the first Splunk eLearning modules in Adobe Captivate, including graphic design in Photoshop, video editing in Screenflow, and audio editing in Audacity.

Instructional Designer/Developer

Clarity Consultants, Inc., Campbell, CA 2008-2010

11/09-10/10 **SunPower Corporation** Designed and developed a robust eLearning template for Global Systems Operations Technical Training. Selected and implemented software and hardware solutions and trained peers in using them. Traveled to Rome, Italy to develop, deliver and facilitate 8-weeks of training sessions. Designed and developed several eLearning and instructor-led courses for Global Systems Operations, one of which was adopted by Corporate HR for use throughout the company.

07/08-05/09 **Gilead Sciences** Designed and developed engaging, interactive eLearning. Course content included applications training for a regulatory environment.

Learning Consultant

Lasselle-Ramsay, Inc., Mountain View, CA 2007

Provided solutions architecture, including Client-facing pre-sales activity, Performance Consulting, Curriculum Development, Instructional Design and Validation, and Project Management

- Created training designs and plans for internal launch of next-generation Networked TV product for Hewlett-Packard, including internal and vendor materials for assisting end-users with installation/setup, wired and wireless home networking, troubleshooting, etc.
- Created customized eLearning with Safeway, Inc., and Proact EA Founder and president, Art Caston, for enterprise roll-out of the Proact Business Transformation Toolkit®.

Instructional Designer

VitesseLearning, Inc., San Francisco, CA 2003-2007

Design of interactive eLearning, from needs analysis to implementation, based on cognitive science and industry best practices. Course content includes Financial accounting, Hispanic banking centers, mortgage sales, sales management/coaching, applications training,

marcom, information security, compliance, and more. Clients include Bank of America, Wachovia Bank, Pacific Life, Cisco Systems, Corning, Sun Microsystems, Johnson & Johnson, sanofi-aventis, GlaxoSmithKline, Wavelight Technologies and others.

Instructional Designer/Trainer/Information Architect (Contract)

eBay, Inc., San Jose, CA 2004

Performed a training and job aids audit for eBay's Product Management group, which contributed to the overall product management new hire training curriculum. Designed and developed the first two courses in the curriculum. Designed, developed, and delivered instructional design training. Used audit data and a workflow analysis to redesign the eBay Product Management intranet site for usability, and as a new hire training tool. The site design received praise from both users and their line and senior management.

Product Marketing Manager Individual Software, Inc., Pleasanton, CA 2001

Responsible for overall software product life cycle success. Managed all processes required to produce best-selling software for sales and distribution.

- Key contributor to launch of number-one-selling resume preparation software; matrix-management of designers, developers, writers, and systems administrators

Project Manager DigitalThink, Inc., San Francisco, CA 2000-2001

Performed life-cycle project management of customized eLearning web portals, from design, including client meetings, through development, deployment, and maintenance. Responsible for department workflow management, and scheduling with Instructional Design, Production, and QA departments.

- Trained new hires, drafted and maintained department policies and procedures
- Performed design, information architecture, and content management of department's Intranet website

Product Manager MCI, San Francisco, CA 1999-2000

Responsible for industry-leading Interactive Voice Response (IVR) product: 8 billion minutes annually, \$500M in revenue, sustained 50% annual growth. Provided basic and advanced product training to sales and support teams. Created and maintained technical and marketing product documentation for sales and service organizations. Wrote and delivered internal and customer-facing presentations and briefings. Drafted and refined product and interface design documents, including migration of total product experience to the web. "Product Evangelist" to the executive level, sales force and customer base.

- Consistently forecast traffic numbers at ninety-five percent or better accuracy.
- Worked with MCI's largest customers to maximize ROI on their telecom expenses while engaging MCI Network and Systems Engineering to protect network availability and integrity.

TOOLS

Design/Authoring	Applications	Web
Storyline/Articulate	MS Office	WordPress
Studio/Captivate	MS Project	HTML/XHTML
Camtasia/Screenflow	MS Visio	JavaScript/CSS
Acrobat Pro	SalesForce.com	PHP/MySQL
Audition/Audacity	Cleaner	FTP/SSH/Telnet/RCP
PhotoShop/GIMP	Documentum/Perforce	
Illustrator/InDesign		
Premiere Pro/After	LMS	
Effects/Final Cut	Plateau/Saba/SAP	

EDUCATION

BA, Liberal Studies

San Francisco State University

1998

ORGANIZATIONS

VP, Learning Technologies and Media ATD SF/EastBay (formerly ASTD Mt. Diablo)

E-Learning Guild, E-Learning Forum, ATD (formerly ASTD) National