

DANIEL (SCOTT) MCNAMARA

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EDUCATION:

BS in Business Finance: California State University, Long Beach – Graduated 1986

EMPLOYMENT:

PROOF OF DESIGN, INC. – Schaumburg, Illinois / Orlando, Florida 2003 – Present (17 years)

Principal, Sr. Consultant: Project leader in the strategic design of functional, technical, analytical and instructional requirements to improve ERP supply chain processes, manufacturing, demand planning, sales and operations planning, customer service, procurement, and client case management using ADDIE, AGILE (SCRUM), KAIZEN and KANBAN methodologies to serve a diverse portfolio of clients (see Client History below).

Applications Developer: Programming leader for data-intensive analytical applications, dashboards, reports, ETL conversions, batch data exchanges, user training, documentation, and global implementations for a wide variety of analytical, operational, and case management processes and systems using MS Access, SQL Server, .Net, Business Objects, HTML, JavaScript, Dreamweaver, Muse, Iron Speed, Caspio, and tablet-responsive tools.

Trainer: Dynamic classroom instructor for clients all over Europe, Asia, South America, and the USA including the design and development of curriculum to engage learners in the classroom, for blended learning, or via WebEx. Also evaluated training effectiveness through workshop and lecture observation and analysis. Special expertise with classroom training for SAP Ariba (Sourcing & Contract Management), Workday and various ERP and analytical systems.

Team Leader: Manage a staff of three full-time graphic artists. Many years managing vendors and staff.

eLearning Developer: Lead instructional designer and eLearning developer for making complex lessons simple and memorable, highly engaging, and entertaining. eLearning content is captured by recording stakeholder interviews, researching sources, writing scripts, capturing motion screens, converting screenshots to editable artwork, narrating multi-character voice-overs, animating and illustrating content using Camtasia, Storyline 1, 2, and 360, Lectora, Captivate, Articulate, Go Animate / VYond Studio, PowerPoint, Snag-it, Adobe Creative Suite, Adobe Audition, Audacity, and launching through a variety of LMS delivery platforms.

19 Year Client History: (Top 23)

1. **NI SOURCE:** Workday – Human Capital Management – eLearning June 2020 to 2022
Extensive SME interviews with HR Recruiting and Payroll in support of their upcoming launch of Workday HCM. My role began with mapping out payroll and recruitment process steps using interviews, research and use-case scenarios developed during system testing. Then, I developed “situational micro-learning” videos to promote mobile user adoption, system overviews, and change management. Finally, I developed a series of WebEx and eLearning courses to support both the launch and on-going learning.

2. **VERIZON:** Workday – Human Capital Management – Instructional Design June 2021 to November
Design of Workday procedures, job aids, scripts, graphics, help text, and glossary modules for global launch of the Workday system and processes (Part-time).
3. **JOHNSON & JOHNSON:** Manufacturing Methodologies – eLearning 2019 to 2020 (6 months)
Extensive international SME interviews and needs analysis, content mapping, script writing, graphics, voice-over, and Camtasia / Storyline 360 eLearning development to train plant leaders on best practices.
4. **POLYMERSHAPES:** Distribution / Customer Service – eLearning 2020 to 2020 (4 months)
Needs analysis, content mapping, storyboard design, script writing, interactive character-based animation with multiple voice-over actors to train customer service and distribution employees.
5. **ADMINISTER JUSTICE:** Legal Case Management – Applications 2002 to 2020 (17 years)
Designed and developed Web 2.0 and mobile app solutions, reporting analytics, and eLearning. Also conducted classroom and WebEx training to diverse international audiences.
6. **ASTELLAS PHARMACEUTICAL:** Compliance – eLearning 2017 to 2019 (26 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for systems and compliance courses using Camtasia, VYond and Storyline 360.
7. **STANLEY BLACK & DECKER:** SAP – eLearning 2018 (7 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for SAP systems micro-learning courses using Camtasia and Storyline 360.
8. **DISCOVER CARD FINANCIAL:** Operations – Trainer 2013, 2016 to 2017 (15 months)
Interviewed SME stakeholders, designed instruction, developed job aids and course materials, and conducted classrooms training and evaluation for money-laundering and anti-terrorism division courses.
9. **ABBVIE PHARMACEUTICAL:** SAP Ariba – Trainer (Global Tour) 2014 to 2015 (9 months)
Interviewed SAP Ariba SME stakeholders for Sourcing and Contract Management modules (including Supplier Setup), designed classroom course syllabus and strategy, developed classroom course materials and workshop instructions (slides, demos, train-the-trainer guides, job aides, and participant workshop guides), and conducted classroom training for global launch throughout the USA, Europe, and Asia.
After completing the four months of live-classroom workshops, I developed the eLearning version of all course materials.
10. **BTS SYSTEMS:** Ordering Systems – eLearning 2011 to 2012, 2014 (13 months)
Designed and developed “flipped” courses using Camtasia and Storyline 2 to prepare audiences for high-level content discussions, troubleshooting and role plays during on-site operational team meetings.
11. **CDK (ADP) DEALER SYSTEMS:** Sales Training – eLearning 2013 to 2014 (9 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for “challenger sales” courses using Camtasia and Storyline 2.
12. **NORTHWESTERN MUTUAL:** Agile and Systems – eLearning 2012 to 2013, 2014 (10 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for systems courses using Camtasia and PowerPoint.

13. **MOTOROLA:** Project Manager and Agile – Trainer 2013 to 2014 (5 months)
Interviewed SME stakeholders, designed instruction, developed job aids and course materials, and conducted Agile project leadership WebEx training courses for international teams.
14. **BLUE BUNNY ICE CREAM:** Manufacturing SOP Processes – eLearning 2012 to 2013 (7 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for ice cream manufacturing courses using Camtasia and Storyline 2.
15. **CAREERBUILDER.COM:** Customer Training – eLearning 2012 (4 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for leadership development courses using Camtasia.
16. **NISOURCE:** SharePoint and Engineering Support – eLearning 2011 to 2013 (12 months)
Interviewed SME stakeholders, designed instruction, developed job aids and course materials, and developed eLearning training for engineering, SharePoint project teams, and records retention teams.
17. **US CELLULAR:** Call Center Knowledge – eLearning 2011 (5 months)
Developed HTML web directories for HR learning resources and team communications. Developed technology product eLearning training courses for customer service teams using Adobe Captivate.
18. **HEFTY TRASH BAGS / PACTIV:** Manufacturing Safety – eLearning 2010 to 2011 (7 months)
Interviewed SME stakeholders, designed instruction, and developed eLearning voice-over, media and audience interactions for manufacturing safety courses using Camtasia and Lectora.
19. **LYDIA:** Learning Management Systems – Application Development 2006 to 2010 (36 months)
Designed and developed app solutions, dashboard reporting analytics, and eLearning certification courses. Also designed, developed and deployed their custom Learning Management System.
20. **OFFICE MAX:** Inventory Analytics – Business Objects Development 2005 (8 months)
Designed, developed and provided “project leadership” for supply chain data warehousing initiative using Business Objects. Developed data warehousing eLearning courses to support dashboard launch.
21. **PEPSI:** Operations Analysis – Database Analytics 2005 (5 months)
Designed and developed data analysis models for supply chain warehousing budgets projects. Developed eLearning course for interpreting data models for senior leadership using Camtasia.
22. **HAVERTY’S FURNITURE:** Operations – Database Analytics 2004 to 2005 (6 months)
Designed and developed data analysis models and planning calculators for supply chain procurement teams using advanced Microsoft Access programming and VBA.
23. **CONAGRA FOODS:** Project Leader, Developer, Trainer 2003 to 2007 (54 months)

CONAGRA FOODS - Omaha, Nebraska / Schaumburg, Illinois 2000 – 2003 (37 months)

Manager, Methods & Applications / Supply Chain Technology: Lead designer, developer and project leader for supply chain process and system re-engineering in support of transportation, warehousing, sales planning, demand planning, corporate budgeting, and manufacturing. Managed analytical staff of 3.

SECURITIES AMERICA - Omaha, Nebraska

1998 – 2000 (16 months)

Project Manager (Freelance Consultant): Provided team leadership, functional and technical expertise, and user acceptance testing to implement an on-line customer account workflow system aimed at improving operations.

AUTONATION USA, INC. - Fort Lauderdale, Florida

1995 – 1998 (28 months)

Training & Operations Manager: Directed the design, staff hiring, and ongoing management of the Inventory Logistics Division. Designed the processes and led the development of the procedures and systems that launched a 2.5-billion-dollar automotive company. Delivered live classroom training in total quality, teamwork performance, and change management to large and small audiences. Hired and managed staff of 18.

TOYOTA MOTOR SALES U.S.A., INC. - Torrance, California

1988 – 1995 (8 years)

Export & Logistics Operations: Managed order processing activities for international distributors including shipment scheduling, customs documentation, carrier service negotiations, and rail and port operations. Managed materials requirements planning and parts ordering for truck-bed port assembly lines including supply planning, inventories, and production support. Trained division in Total Quality Management (TQM) and Productivity Improvement Strategies to receive Toyota's "Most Improved Division Award" in 1993.

Outside Sales (Various) – Southern California

1986 – 1988 (35 months)