

LAVON M. BOWMAN

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SENIOR INSTRUCTIONAL DESIGNER

7+ years' successful experience developing training materials, delivering and implementing industry-leading learning solutions, and enhancing visual communications

Creative learning and development professional with proven expertise designing curriculum and instructional materials, executing blended training solutions, and devising tools to enhance visual communication and education through web, print and motion graphics. Strategic leader and mentor versed in adult learning theories, needs assessments, and marketing and communications strategies. Verifiable track record of achieving learning and business objectives, instituting effective development programs, and leading large-scale training design projects on time and within budget. Well-honed communication skills with reputation for building strong relationships with SMEs and partners across all organizational levels.

KEY PROFICIENCIES

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|--------------------------------|-------------------------|--------------------------|
| ❖ Instructional Systems Design | ❖ Training & Consulting | ❖ Educational Technology |
| ❖ Visual Communications | ❖ Project Management | ❖ Needs Assessment |
| ❖ Course Development | ❖ Graphic & Design | ❖ Problem Resolution |

PROFESSIONAL EXPERIENCE

HCA HOSPITAL CORPORATION OF AMERICA – NASHVILLE, TN

CONSULTING SENIOR INSTRUCTIONAL SYSTEMS DESIGNER

2007–PRESENT

Guide subject matter expert (SME) on instructional design, conduct Rapid Task Analysis, and create and develop web-based training in accordance with instructional design principles.

Key Accomplishments

- Stimulated learning and development experience for web-based training group and engaged adult learners through successful delivery of training initiatives and ground-breaking training solutions.
- Identified performance needs and challenges, distinguished training requirements, and incorporated training products that transitioned learners into performers.

NIELSEN MEDIA RESEARCH – OLDSMAR, FL

INSTRUCTIONAL DESIGNER

2004–2007

Created, evaluated, and modified online tutorials for internal and external clients. Partnered with instructional designers, SMEs, and technical writers to ensure the accurate and timely completion of tutorials. Designed JPAs and tutorial handouts as requested.

GEVITY HR – BRADENTON, FL

SENIOR WEB DESIGNER

2001–2003

Consulted and collaborated with IT and Marketing departments on the creation and implementation of design specification for all internal and external websites. Built and designed a variety of electronic media products including web site, email, banner ads, newsletters, PowerPoint presentations, and logos. Generated support materials for sales department and seasonally updated web copy and graphics.

Key Accomplishments

- Launched a new graphic standard for Gevity that was utilized throughout the organization's web and print media.

IMR GLOBAL, INC. – CLEARWATER, FL

CONSULTANT/WEB DESIGNER

2000

Partnered and consulted with clients regarding culture, brand identity, target audience, and needs. Verified levels of interactivity, cognitive models, metaphors, guides, and other information structures in order to meet client requirements. Designed Internet pages and prepared graphical illustrations and rough sketches of material as preview for proposed Internet presentation. Determined size and arrangement of illustrative material, copy, style, and type size. Ensured consistency of project technical specifications and quality of final product release.

Key Accomplishments

- Established and devised artistic themes for Internet user interfaces such as icons, guides, and toolbars.
- Contributed to the development and testing of several product prototypes that evaluated site-specific navigational structure, screens' appearances, and tools' effectiveness.

Professional Experience cont...

GIFTCERTIFICATES.COM – OMAHA, NE

SR. GRAPHIC DESIGNER

1999–2000

Customized online gift certificates, banners, animations, and e-cards. Created co-branded pages for affiliate members. Updated text and graphics on existing site and presented vendors' description and information in a designed layout to potential and existing customers. Joined forces with programmers to create a functional and appropriate design for the web. Maintained productive relationships with team members.

Key Accomplishments

- Incorporated new graphics, HTML, and new concepts for updated site design.

USWEB/CKS OMAHA – OMAHA, NE

LEAD HTML DESIGNER

1997–1999

Conferred with clients regarding the functionality and appearance of new websites. Integrated client information into designs to meet their needs while projecting an effective image to their customers. Communicated the benefits and guidelines of commerce via the Internet to clients. Supported programmers in creating a functional and appropriate design for the web and developed logos, banners, icons, and images for client sites as needed.

FIRST NATIONAL BANK OF OMAHA, NE – OMAHA, NE

ART DIRECTOR MERCHANT PROCESSING

1995–1997

Oversaw photo sessions for new products, established and maintained inventory of photography and art work, and archived completed projects. Managed multiple in-house projects and led freelance artists in overflow projects. Designed new publications, brochures, and flyers, illustrated monthly cartoon feature, and created competitor file. Interviewed and hired staff, wrote staff reviews, and coordinated work schedules. Selected new systems and recommended hardware and software upgrades. Established and maintained vendor relationships.

Key Accomplishments

- Spearheaded creative development program for marketing staff department.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Education in Curriculum and Instruction - Instructional Technology

University of South Florida – Tampa, FL

Bachelor of General Studies - Fine Art

University of Nebraska at Omaha ▪ Omaha, NE

Associate of Applied Science in Commercial Art

Metropolitan Community College ▪ Omaha, NE

Associate of Applied Science in Electronic Imaging and Graphics

Metropolitan Community College ▪ Omaha, NE

SOFTWARE SKILLS

Word ▪ PhotoShop ▪ PowerPoint ▪ Captivate ▪ HTML ▪ Illustrator ▪ InDesign