



Hadiya Nuriddin, MEd, MA, CPLP

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Summary

Accomplished training and development professional with extensive experience educating professionals on improving job performance.

Key Qualifications

- Instructional and curriculum design
- Learning strategy design
- Articulate Storyline eLearning development
- Webinar development and delivery
- Project management
- Documentation design and technical writing
- Learning technologies implementation
- Evaluation methodologies design

Relevant Professional Experience

Owner, Senior Learning Strategist and Instructional Designer

Focus Learning Solutions, March 2008 – Present

Consult with small and large organizations about improving performance using a variety of online, classroom-based, blended, and on-the-job learning solutions

Key Accomplishments

- Developing elearning and instructor-led learning solutions for academic and corporate institutions, including OfficeMax, Motorola Solutions, SC Johnson, MetLife, Underwriters Laboratories, BMO Harris, US Foods, BP, American Dental Association, AbbVie, Allstate, Huron Consulting Group
- *Client industries:* Banking and finance, insurance, technology, retail, pharmaceutical, professional services, oil and energy, media, and non-profit

Instructional Design Manager

Huron Consulting Group, October 2008 – April 2011

Led large, dispersed teams through instructional design projects. Designed and developed eLearning solutions using Articulate, Camtasia, and Captivate. Designed and developed technical, compliance, and management instructor-led courses

Key Accomplishments

- Created a variety of online courses, including train-the-trainer, effective writing, and bankruptcy using eLearning authoring software
- Created, deployed, and narrated a comprehensive online curriculum for performance management

Learning & Development Manager

BP America, October 2006 – March 2008

Led the design and development of a full, multi-level curricula for BP's convenience stores. Managed a team of instructional designers and trainers in Illinois and California and a \$3Mil operations and development budget

Key Accomplishments

- Led, designed, and implemented the strategy for the organization's transformation from an instructor-led training model to a blended eLearning model saving the company \$7Mil
- Led the successful implementation of online training, impacting over 20,000 employees; Implementation involved a variety of functional groups throughout the U.S. and London



Curriculum Manager and Designer/Senior Technical Training Consultant

LexisNexis InterAction, May 2005 – October 2006

Designed and delivered classroom-based and live online training courses for the *InterAction CRM* suite software and web-based applications to customers

Key Accomplishments

- Improved the curriculum in response to participant feedback by restructuring the content and increasing course interactivity. Course redesign led to increased satisfaction ratings

Assistant Vice President of Corporate Learning (Senior Training Consultant)

LaSalle Bank Corporation / Bank of America, March 2000 – May 2005

Designed and delivered technical training and professional development courses. Managed large-scale training projects, large project teams, and training budgets ranging up to \$1Mil

Key Accomplishments

- Served as lead instructional designer for the implementation of PeopleSoft, developing and facilitating an extensive curriculum for various levels and roles
- Served as sole designer on the LMS implementation team

Senior Technical Support Analyst/Trainer

- Kellogg Graduate School – Senior Technical Support Engineer (1998 – 2000)
- Morningstar – Senior Technical Support Analyst (Call Center) (1996 – 1998)

Relevant Teaching Experience

September 2007 – present

- **Corporate:** Teach three workshops for *ATD Education* (2017-) – Articulate Storyline Certificate, Writing for Instructional Design and Training Certificate, Scenario-based E-Learning Certificate
- **Academic:** Designed and facilitated courses at *Southern New Hampshire University* (created and teach a Learning Design course for their new IDT M.S. degree), *Kaplan*, and *Triton College*

Education

- **M.A. Writing & Publishing**, DePaul University, 2014, with distinction
- **M.Ed. Curriculum Design**, DePaul University, 2007
- **B.A. English**, Michigan State University, 1992

Certification

- Certified Professional in Learning & Performance (**CPLP**) – Association for Talent Development

Professional and Volunteer Work

- Author of the book *StoryTraining: Selecting and Shaping Stories that Connect*, published by the Association for Talent Development (ATD)
- Presented at *2018 ATD International Conference*
- Presented at *2018 ATD Techknowledge Conference*
- Presented at *Training 2017 Conference & Expo* (Training Magazine)
- Presented at the *2015 Learning Solutions Conference* (eLearning Guild)
- Speaker Committee Lead, *Chicago eLearning & Technology Showcase* (2014-present)
- Presented at the *2014 ATD International Conference*
- Write articles for *TD Magazine publication and website*, 2011-present