

SCOTT LAFORTE

Results-Driven Training Professional

CONTACT

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Frederick, Maryland



PROFILE

Results-driven training professional with proven accomplishments as an e-learning creator, developer, graphic designer, and leader. Experience working with large organizations in high-visibility situations requiring involvement from entities including c-suite management, ownership, and communications. With more than ten years of experience in progressively responsible roles, developing actionable training strategies, producing clear road maps that drive learning outcomes by providing a combination of business strategy technology, creativity, leadership.

EDUCATION

MARYLAND INSTITUTE
COLLEGE OF ART
Bachelor Of Fine Arts
Major in Graphic Design
2000-2004

EXPERIENCE

Senior Instructional Designer Evolent Health, Arlington VA, 2015 - Present

Works autonomously to develop clinical training material including e-learning and classroom based instruction. Collaborate virtually with stakeholders to ensure that courses are developed meeting expectations. Develop unique training incorporated into classrooms which includes board games and the use of tablets.

- Develop learning content with current version of Adobe Storyline.
- Work closely with content stakeholders to develop process based clinical training.
- Communicate across various teams to ensure development of training aligns with other company marketing/communications programs.
- Collaborate with marketing on branding of training material.
- Develop/maintain relationships with other departments to ensure training material is current.
- Collaboratively develop process documentation for the instructional design team which will be used to drive discussions when meeting with stakeholders.

Learning Program Manager Maxim Healthcare Services, Columbia MD, 2013 - 2015

Managed team of six Instructional Designers through all phases of projects requested of the learning and development department. Built the team from one, to a complete team of six which aligned to verticals within the company.

- Project managed large scale training, from concept to completion. Training focused on company-wide leadership consisting of 900 participants. Project was completed on time, within budget with a cost of \$183 per participant for eight hours of training.
- Managed SME and stakeholder expectations and time lines to ensure that all projects met objectives and translated into user-friendly training material.
- Collaborated with departmental leadership to define learning and performance objectives.
- Collaboratively developed and designed instructional materials, programs, and processes for training development and learning strategies including instructor-led and elearning courses.
- Managed the development of training content using the ADDIE adult learning methodology.
- Ensured that projects align to various company verticals and goals.
- Worked with my team to promote personal development, and pursue individual goals, then link these to the goals of the organization.
- Developed training policies, plans, calendars, and budgets.

SKILLS

Adobe Captivate CC



Adobe Illustrator CC



Adobe Photoshop CC



Adobe InDesign CC



Adobe After Effects CC



Adobe Premier CC



Adobe Audition CC



Microsoft Project



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ACCOMPLISHMENTS

SPEAKER - ANNUAL ASSEMBLE
OF HOSPICE AND PALLIATIVE
CARE 1/2017

Industry expert

Educated high level healthcare
professionals on the value of
using instructional designers to
help develop training content.

PROFESSIONAL DEVELOPMENT

Attended:

ASTD Conference 2014, 2015

ATD Member

E-Learning Guide Member

Working on PMP Certification

INTEREST



REFERENCES

Available upon request

EXPERIENCE *continued*

Multimedia Production Specialist

Maxim Healthcare Services, Columbia MD, 2011 - 2013

Responsible for all phases of design including initial creative meeting, developing design strategy, brainstorming and conceptual thinking, storyboarding, final design, motion graphics and rendering, presenting, and consulting with stakeholders throughout development.

- Collaborated with LMS team to ensure courses functioned within LMS system.
- Graphic design and layout, custom graphics and drafting.
- Lead projects from concept to completion.
- Communicated with internal company clients or stakeholders to establish project parameters, establish style guide for design work, analyze, determine scope, produce site-maps for approval, and set checkpoint meetings to keep stakeholder updated.
- Designed interface and graphics for courses, often including logo design, and animations.
- Produced multiple videos, managing outside teams or camera/audio crews on location. Videos were shared at company-wide events.

Graphic Designer

Visions Marketing, Baltimore MD, 2008 - 2011

- Development of projects (logos, brochures, posters, web newsletters, conference program booklets, magazine ads., E-letters, banners, billboards, and annual reports).
- Prepared and sent content to commercial printer.
- Development of multiple projects under tight deadlines.
- Proof read material from printer.

Graphic Designer

Agora Publishing (NDI Solutions), Baltimore MD, 2005 - 2008

- Designed multiple direct mail projects (logos, newsletters, white paper reports, web newsletters, conference program booklets, magazine advertisements, e-letters, banners, and exhibition materials).
- Directed all creative and production aspects of book projects with the editorial team.
- Proofed print jobs.
- Worked with multiple sources and printers under strict time schedules.

Graphic Designer

Baltimore Orioles, Baltimore MD, 2003 - 2005

- Lead role in the development of seasonal magazine (3 per season).
- Development of all in house creative (brochures, posters, folders, POP displays, logos, package design, and game tickets).
- Collaborated with teams across the company to develop consistent branding and collateral.
- Managed multiple concurrent projects through various stages of development.