

# Brom Kim

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## Profile

Experienced instructional designer and learning technologist with advanced technical and multi-media skills, I create results oriented, media rich online and classroom learning materials, Web portals, simulations, and learning games rapidly and systematically.

I am proficient and experienced in most current instructional tools and technologies including E-learning (CBT), graphic and interactive multi-media design, learning management systems implementation and administration, desktop publishing, voiceover, audio/video recording and editing, simulation, performance support, Web design and development, classroom instruction, and project management.

## Career Achievements

- Created simplified instructional design and development systems and software, enabling non-technical, non-instructional designer personnel to author interactive multi-media E-learning and Web reference materials 40-80% more rapidly than by conventional methods
- Implemented e-learning and learning management systems at a Fortune 300 corporation, serving over 12,000 call center agents and field technicians, eventually designing, developing and delivering 1-3 hours of interactive multi-media technical, billing, and customer service e-learning weekly
- Generated over \$200k of revenue in one year as an *internal* instructional design department via sales, design, and development of media rich game-based e-learning
- Project managed design and revision of large blended learning call center and field technician curricula, each 4-6 weeks in length, incorporating hundreds of learning objectives, classroom instruction, comprehensive instructor guides each over 1000 pages in length, and e-learning simulations.
- Built sixteen modules of immersive, SCORM compliant, self-assessing, interactive, 3D simulation instruction for direct broadcast satellite technician certification in six months. We beat offshore outsources on cost by at least 20%.

## Software and Skills

- Build e-learning rapidly with Adobe Captivate/Presenter; Build simulations and learning games with Flash/Actionscript; Create training manuals and other print materials with InDesign; Create and edit instructional video with Premiere; Graphic design with Photoshop/Illustrator; Audio recording, editing and voiceover with Soundbooth/Goldwave/Audacity/recording hardware
- Design, build, customize, and administer Web/SharePoint sites, intranet portals, and learning management systems with Dreamweaver, XHTML, XSLT, XML, CSS; perform and automate reporting and other site and learning management system operations
- Write, edit, and leverage advanced features of Microsoft Office Word; Create ILT and OLT supports in PowerPoint; Write formulae and examine data in Excel; Design queries and reports in Access; Create diagrams in Visio; Customize and automate Office applications and workflows with Visual Basic for Applications (VBA); Create Web portals, custom data and project management tools with SharePoint/Designer
- Design, build, and/or project manage media rich online, blended or classroom instructional materials for software, IT, customer service, compliance, general business, leadership, field technicians, and other fields including planning, interview of subject matter experts, writing detailed objectives, alignment with business objectives and leadership, and other key activities
- Leverage adult learning and instructional theory to achieve practical results, including Bloom's Taxonomy in writing detailed, specific, cascading objectives; Learning Styles to insure support of all learners; Multi-Media/Dual Coding Theory to insure media assets work; Kolb's Learning Cycle to sequence deliverables, etc.

## Education

**M.A., Information and Learning Technologies, 2003**  
University of Colorado, Denver, CO

**B.A., History, Anthropology, 2000**  
University of Alabama, Birmingham, AL

## Professional Background

**Hospital Shared Services** Denver, CO      2/2010 – 8/2010  
**Assistant Director of Leadership Development**

- Implemented Learn.com cloud-based learning management system, including graphic design and Web development of learner facing intranet Web portal using CSS and XHTML in Dreamweaver; automated tools for analyzing learner performance data and automated administration, i.e. auto-email learners behind schedule with MS Access and VBA.
- Designed and built a single sourcing learning content management system for simultaneously authoring both interactive multi-media E-learning via Captivate and the Win32 API, Web based performance support (reference materials) via XHTML and XSLT, and other deliverables from a single set of content data stored in a user friendly customized SharePoint Web portal. The idea was to enable myself, a one man show, to do the work of a small team via automation and very direct workflows. Access and VBA were used to interface with SharePoint.
- Designed and authored a blended learning finance course
- Administered Learn.com learning management system, and acted as a substitute (classroom) leadership development instructor when regular instructors were unavailable
- Initiated use of social tools in blended learning courses to foster greater peer to peer interaction, engagement, and timeliness of online coursework. Online photos, introductions, and team assignments enabled learners to get to know one another before they met in-person, and push one another.

**Bamboo Informatics, LLC** Centennial, CO      2009 - Present  
**President**

- Designed, built, and implemented customized Web portals using SharePoint, PHP, and MySQL
- Webmaster for the Colorado Psychological Association

**DISH Network/EchoStar** Englewood, CO 2003 - 2009  
**General Manager**

- Brought widespread implementation of E-learning and use of the Oracle iLearning learning management systems to EchoStar/DISH Network, 12,000 learners
- Supervised design and production of five to ten 15-20 minute rapidly authored interactive, SCORM compliant, multi-media E-learning modules, and other deliverables weekly, for call centers and technicians
- Project managed several major iterations of large, complex (over 1000 pages, 3-5 weeks) call center and installation technician curricula using InDesign and XML; custom SharePoint lists and portals for PM

- Designed and built realistic interactive call and application simulations for Siebel and CRM training to enable practice using CRM and performance support tools, while giving great customer service, without practicing on live customers
- Recruited 3D computer graphics team from local game development programs, built realistic, SCORM compliant, 3D interactive training simulations for technicians to enable practice, without damaging real customers' homes

**Accenture Learning Services, Highlands Ranch, CO 2003**  
**Instructional Designer-Developer, contract**

- Designed and built synchronous online blended learning programs for Avaya networking hardware and financial services database tools

**Center for Innovations in Teaching and Technology, Denver, CO 2002 - 2003**  
**Graduate Intern**

- Co-authored HIPAA (medical records privacy) Lab Safety, and Radiation Safety courseware for internal university personnel
- Designed and built an online academic grant approval system for faculty using Dreamweaver, PHP, and MySQL eliminating delays and paperwork for grant approvers and applicants. An online form insured that all necessary information was included.
- Collaborated with University IT to customize Blackboard learning management system to function for university employee, in addition to academic, instruction – Blackboard's interface at the time was geared mainly to academic courses, not one off corporate safety and compliance training

## Affiliations

**Vice President of Publications, 2005-2007 International Society for Performance Improvement - Front Range Chapter (ISPI-FRC), Colorado, Front Range Area**

Co-created InDesign templates, newsletters, and upload system in Plone content management system for publication and distribution of ISPI-FRC's monthly digest, The Criterion.

**Associate Instructor, Professional Ski Instructors of America, 1986 - 2000**

Taught skiing, snowboarding, cross country skiing, safety, and enjoyment of the mountain environments to all ages and abilities, including visually impaired and 'differently able' athletes.