

David F T Evans, BA (Hons), PGCE, M Phil, Dip Ed, MA (ODE), MBILD

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Director and Lead Consultant, JME Associates Ltd | www.jmea.co.uk

Highly qualified versatile multi-lingual trainer and instructional designer with a record of delivering imaginative elearning products on time and in budget. Strong business and academic background with excellent delivery, written and graphic communication skills and high-level experience in both the public and private sector, including regulated environments. Able to quickly grasp a wide range of new concepts and present them clearly deploying appropriate learning objectives and methodologies. Highly proficient in Articulate Storyline, Adobe Captivate and Creative Suite (PhotoShop, Premiere Pro, Acrobat Pro, Illustrator, InDesign). Experienced in L&D, instructional design, exam and assessment design, LMS/LCMS issues, HTML5, HR, f2f training, SharePoint design and project management.

KEY STRENGTHS

- Expert in open and distance learning, elearning, learning technologies and learning design with substantial experience in schools, colleges, universities and blue-chip organisations.
- Excellent verbal and written language skills; substantial experience of review, revision, proof reading, document design and version control in both academic and business environments.
- Partner in international projects funded by EU, World Bank, British Council and other agencies.
- Designer and producer of learning guides, training materials, slide decks, video, graphic and animated elearning courses (Captivate / Storyline / gomo / Camtasia) and other multimedia resources (Adobe Creative Suite) using templates and design standards.
- LMS consultant and administrator working with Moodle, Blackboard and other systems.
- Systems / software trainer and network manager (Microsoft Certified Professional MCP, Microsoft Office User Specialist Master Trainer, Certified IBM Lotus Professional CLP).
- Experienced trainer of trainers, assessing training needs (TNA), training delivery to teachers and trainers in Romania, Russia, Ukraine, Jamaica and Zimbabwe.
- High level skills and experience in writing and managing correctly worded course objectives and corresponding assessment instruments for international banks
- Linguist – fluent in French, competent in German, Italian and Spanish, familiar with Greek, Russian and Romanian, more basic knowledge of several other European languages.

CAREER – RECENT CONTRACTS**Self-Employed Consultant. JME Associates Ltd****ft 2009 – present**

- **November 2018 – March 2019, Lloyds Bank**
 - Design and updating of learning materials (docx, pptx, pdf)
- **October 2018 – October 2021**
 - Partner, Erasmus + DigiCulture project (www.digiculture.eu)
- **Dec 2017: eLearning and course material development, Centrica**
 - Design and development of new digital and paper-based materials, Captivate and InDesign
- **Oct 2017 – Nov 2017: eLearning course development, Wesleyan**
 - Courseware to support introduction of new CRM system, Storyline 2

- **Sep 2016 – Aug 2017: LMS and SharePoint consultancy / development, Santander**
 - Consultancy with transition from Saba to Cornerstone LMS
 - Updating SharePoint workflows for quality assurance in learning design – occasional days
- **May 2016 – Dec 2016: eLearning and f2f course development (gomo / Acrobat), Santander**
 - Design of eLearning (gomo) and f2f course introducing branch and telephony staff to videoconferencing and outlining business credit card sales process.
- **Mar 2016 – Apr 2017: eLearning consultancy, Loughborough University**
 - Design of business studies games for course in consumer behaviour
- **Dec 2015 – Feb 2016: Research assistance and editing, memzy.com, San Francisco**
 - Research and experiment design for “Impossible to Ignore: A scientific approach to influencing other people’s memory and decisions” by Carmen Simon (McGraw-Hill, 2016)
- **Jul 2015 – Aug 2015: Learning materials design and development, Santander**
 - Creation of short f2f course for upskilling telephone protection sales consultants in non-mortgage related products. MS Word, PowerPoint, Adobe Acrobat.
- **Nov 2014 – Feb 2015: eLearning development (Storyline 1), TSB Bank plc**
 - Adaptation of product sales scenarios (Model Office) from Lloyds to new TSB brand.
- **Jun 2014 – Oct 2014: Instructional design and elearning design / development (Storyline 2 mobile friendly responsive content), British Council**
 - Design and development of four modules (Speaking, Listening, Reading and Writing) for new IELTS (International English Language Testing System) pre-exam course.
 - Design of tests incorporating variety of question types and feedback.
- **Aug 2013 - Apr 2014: eLearning design / development and instructional / curriculum design (Storyline 1), Santander**
 - Part of team of twelve designing and delivering major intervention for rapid retraining of branch and telephony mortgage staff in preparation for Mortgage Market Review (MMR).
 - Creation of elearning module introducing MMR involving audio, video and graphic editing (Photoshop, Illustrator, Captivate, Camtasia, Acrobat), design of case studies and scenarios.
 - Design of variety of customised assessment, scoring and feedback mechanisms.
 - Liaison with other team members, SMEs and stakeholders within the bank.
- **Oct 2012 – Dec 2012: Learning materials design and development, Lloyds Bank**
 - Redesign of paper-based induction materials (MS Word, PowerPoint, Adobe Acrobat Pro) to reflect differences between heritages (Halifax, BOS, Lloyds).
 - Review of corresponding elearning Model Office materials for consistency.
- **Mar 2012 – Apr 2013: LMS training services, Blackboard and Moodlerooms**
 - Preparatory training as trainer for Blackboard, EMEA Region.
 - Moodlerooms introductory training at Middlesex University.
- **Sep 2011 – Sep 2014: eLearning development and project management, OxfordSM**
 - Project management between OSM and Learning Age Solutions using Smart Builder (Novartis, Vodafone) and GoMo (Bayer). Vodafone course won eLearning Award 2015.
 - Creation of short elearning modules for clients (Pfizer, Heineken, Waitrose), using PowerPoint and Captivate (5.5-8) incorporating wide variety of tests, quizzes, branching, scoring and feedback mechanisms based on variables and advanced actions.

- **Mar 2010 – Jun 2014: elearning design / development (Captivate 5.5-8), Arqiva**
 - Design and development of short courses in Health and Safety (IoSH), Radio Frequency safety, Asbestos, Fire, Manual Handling and Energy Awareness incorporating branching and advanced actions. Updating to later Captivate versions.
 - Training delivery on basic eLearning design and Adobe Captivate
 - Creation of tests and final exams incorporating extensive MCQ question banks.
 - Liaison with SMEs and other stakeholders.
 - Sourcing and editing video, audio, stock photo resources.
- **Oct 2009 – Mar 2011: LMS consultancy / development work on Learn.com (now Oracle / Taleo), Moody's Analytics**
 - Redesign and adaption of standard US reports from LMS using Crystal Reports and MS SQL to meet UK and EMEA training department requirements.

OTHER PROJECTS

- Erasmus DigiCulture, preparation for Timisoara EU City of Culture (Oct 2018 – Oct 2021)
- IDEAgora EU funded project on virtual mobilities, University of Miskolc, Hungary, (Dec 2012 – Feb 2013). Project evaluation.
- Conference participation and presentations in Sicily, Sep 2010 (computer aided translation), Online EDUCA, Berlin 2009, 2012, 2014, NETTIES Tenerife, Mar 2015 (smart cities), Timisoara, May 2016 (elearning in UK), Athens, May 2017 (elearning and philosophy), Pristina, May 2019
- Website development, social media strategy, SEO and PowerPoint design, www.reximedia.com, San Francisco (Jun 2010 – Dec 2013).
- Partner in EU funded projects IMM 2004-06 (development of Masters degree in multimedia, Timisoara), e2ngineering 2005-07 (elearning in CAD/ CAM, Budapest) and Vicadis (2006-10) (mobile learning systems in Finland, Romania, Italy, Hungary and Lithuania).
- Trained tax inspectors in Moscow in learning design, EU TACIS funded (Jan – Mar 2003).
- eLearning tutor for LearnDirect National Tutor service (Mar 2002 – Jun 2009).
- Managed £25,000 EU funded Phare contract for the delivery of open learning materials and training to universities across Romania (Jul – Dec 1999).

EMPLOYMENT HISTORY

eLearning Specialist, Moody's Analytics UK Ltd

ft 2000 – 09

- Management of IT infrastructure, IT training, LMS and elearning development for a small training company (Financial Projections Ltd, taken over by Moody's) specialising in worldwide credit risk training for multi-national banks (ING, Rabobank, ABN AMRO, Barclays, AIB).
- Design of interactive training materials in banking and finance (PDF), conversion of classroom seminars to elearning using MS Office, Adobe Captivate, Presenter, InDesign and Acrobat Pro.
- Developing Lotus Notes / LearningSpace network with links to banks' systems for access to training materials and monitoring of learner achievements.
- Design and delivery of elearning pilot projects in the Netherlands and Latin America.
- Training course delivery on Lotus Notes, Moodys Risk Analyst, FAMAS
- Design and management of wide range of pre and post-course question banks and exams in wholesale credit risk using Questionmark.

Director, ICT and Open Learning, Bilston Community College**ft 1986 - 99**

- General management of staff, staff training, courses, budgets and premises
- Delivery of teacher (CertEd) and trainer (C&G730) face to face training and training in IT systems (Microsoft Office).
- Created and managed ERDF funded £1m Black Country Community Network project to provide access to online education, training and business information across the Wolverhampton area.
- Designer and contractor of several EU and other funded projects in Romania (Tempus - establishing a multimedia degree course in Timisoara £450,000), Russia (British Council - open learning materials in agriculture and food production £100,000), Ukraine (TACIS Democracy - work with women's NGOs) and Jamaica (Training IT trainers).
- £25,000 BT Award for videoconferencing project in AIDS awareness education with colleges in the Netherlands and Finland.

Development Officer, Birmingham Open Learning (BOLDU)**ft 1984 - 86**

- Staff training for FE lecturers in open and distance learning, marketing and work with small businesses as part of the government Open Tech initiative.
- Secondment to Miami-Dade Community College, USA to prepare for the use of Camelot (computer managed learning system) in colleges across Birmingham.

ADDITIONAL INFORMATION

Member, British Institute of Learning and Development (MBILD)	2009 –
Member, eLearning Network (ELN)	2009 –
Trustee and Member, Alderbrook Academy, Solihull	2006 -
Chair, Solihull Symphony Orchestra	2006 –

QUALIFICATIONS

Open University, BA Hons (II i) in Music and Art History	2010
Open University, MA in Open and Distance Education	2000
Birmingham Polytechnic, M Phil, History of Social Research	1986
Birmingham University, Postgraduate Certificate in Education	1975
Leicester University, BA Soc Sci (II ii) in Social Sciences	1973