

Robert “Dusty” Kennedy

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INSTRUCTIONAL DESIGNER/BUSINESS ANALYST

SUMMARY

I create educational content so users can be successful in their career path. My specialty is learning complex systems and breaking it down into easy-to-understand content. This content can be in the form of instructor led classes (virtual or in-person), asynchronous learning modules, or self-directed, just-in-time learning. My passion is to help system users understand tools they are using to be successful in completing their day-to-day tasks. This results in more educated workforce, which, in-turn, translates into higher ROI for companies.

EXPERIENCE

Acxiom

Expert Instructional Designer, October 2021 - April 2023

In addition to the duties as defined under Senior Instructional Designer, I also performed the following:

- Collaborated with graphic designers and multimedia specialists to develop engaging visual and interactive content
- Ensured that instructional materials were aligned with adult learning principles and best practices
- Conducted needs assessments and evaluated effectiveness of training programs
- Updated and maintained existing training materials to ensure relevance and accuracy
- Stayed current with trends and advancements in instructional design and technology

Senior User Consultant/Instructional Designer, July 2017 - October 2021

- Provided support and expertise to users of Marketing Services Products and tools.
- Owned and managed support process
- Resolved issues, answered questions, and provided administration services for supported products
- Consulted with users on usage of supported products within their clients' solutions
- Drove expertise into these teams through different training offerings and knowledge articles
- Possessed strong understanding of needs of users and clients; translated needs into data-driven information and insights
- Designed, developed, and delivered high-quality learning and training solutions
- Worked with subject matter experts to gather requirements for training needs and developed learning objectives
- Developed instructional materials such as eLearning modules, training videos, and instructor-led courses
- Learned complex systems and topics such as marketing databases, data processing, and PII handling and then broke them down into simple concepts for others

Business Analyst/Senior Business Analyst/Instructional Designer, February 2010 - July 2017

- Analyzed business requirements, identified gaps, and provided recommendations for process improvements
- Doubled as instructional designer and developer by recording, editing, and producing videos used in training.
- Led analysis of business requirements and processes, identified gaps and opportunities for process improvements
- Collaborated with cross-functional teams to define project requirements and scope
- Developed and maintained project documentation, including requirements, specifications, and business cases
- Provided expert guidance and consultation to project teams and stakeholders on business analysis best practices and strategies
- Developed and maintained relationships with stakeholders, including clients, vendors, and project teams

USable Life

Business Analyst, June 2008 - February 2010

- Coordinated with the business areas of the company and software vendors to ensure that the needs of the business were being met

- Collaborated with cross-functional teams to define project requirements and scope
- Analyzed business processes, identified gaps and opportunities for process improvements, and ensured integrity of software changes
- Developed and maintained project documentation, including requirements, specifications, and business cases
- Developed and maintained relationships with stakeholders, including clients, vendors, and project teams

Pinnacle Business Solutions, INC.

Business Analyst, August 2006 - June 2008

- Coordinated with the business areas of the company to write detailed business requirements and test scripts for development of software designed for Arkansas Blue Cross Blue Shield and PBSI.
- Contributed to the development of a Paperless Workflow system (POWER) through requirements gathering, design, and testing.
- Collaborated with cross-functional teams to define project requirements and scope
- Analyzed business processes, identified gaps and opportunities for process improvements, and ensured integrity of software changes
- Developed and maintained project documentation, including requirements, specifications, and business cases

ForeSite Manager

Owner/Director of Technology, January 2022 - June 2023 (part-time)

- Led technology team and oversaw all aspects of company's technology operations
- Worked with owners to ensure that technology strategies and initiatives were aligned with the company's overall business goals
- Developed and implemented technology strategies that aligned with company's overall goals and objectives
- Managed and led technology team, including hiring, training, and performance evaluations
- Oversaw development and implementation of software products and services
- Ensured technology projects were completed on time, within budget, and to required quality standards
- Collaborated with other departments to identify technology needs and developed solutions that meet those needs

Creative Possibilities

Owner/Website Developer/Consultant/Project Manager, September 2008 - January 2022 (part-time)

- Managed software development projects, ensuring they were completed on time, within budget, and met client requirements
- Planned and managed software development projects, including defining project scope, timelines, and budgets
- Led project teams, ensuring tasks were completed on time and within budget
- Monitored project progress, identified and resolved issues, and communicated project status to stakeholders
- Collaborated with clients to understand their software development needs; provided expert consultation on best practices/strategies
- Developed and maintained project documentation, including project plans, status reports, and risk assessments
- Demonstrated strong analytical, problem-solving, communication, interpersonal, and decision-making skills
- Developed, maintained, & optimized Joomla-based websites, ensuring they were visually appealing, user-friendly & met client needs
- Ensured website security by implementing security measures such as SSL certificates

EDUCATION

MEd, **Educational/Instructional Technology**, 2020

University of Arkansas, Fayetteville, Arkansas

B.F.A., **Theatre Performance**, 1999

Arkansas State University, Jonesboro, Arkansas

VOLUNTEER WORK

United Way of White County

Website Developer, June 2009 - December 2021

Fellowship Bible Church

Website Developer, July 2006 - April 2022

Technology Consultant, October 2004 - April 2022

Short Term Missions Team Member and Videographer, 2004, 2014, 2016

The Well Done Run

Race Co-Director and Website Developer, July 2014 - April 2023

CERTIFICATIONS

Snowflake

Hands On Essentials - Data Lake

Hands On Essentials - Data Applications

Hands On Essentials - Data Sharing

Hands On Essentials - Data Warehouse

SKILLS

Instructional Design	Skilled in E-Learning	Critical Thinking	Excellent Communication
Adobe Creative Cloud	Training Content Development	Proficient in Video Production	Strong Presentation Skills
Proficient Microsoft Office	LMS Management	Well Versed in Adult Education	Proficient Audio Production
Experienced Voice Actor	Audacity Audio Software	Proficient in Joomla CMS	Strong Creative Writing Skills
Experienced with Salesforce	Proficient in Slack and Zoom	Experienced in Tableau	Experienced in Microsoft Teams
Website Development	Proficient in Jira and Trello	Proficient with Camtasia	Experienced in SharePoint
HTML and CSS	Well Versed in Waterfall	Experienced in Agile	Excellent Problem Solving
Excellent Troubleshooting	Ability to Work Independently	Strong Attention to Detail	Ability to Work Multiple Projects
Excellent Interpersonal Skills	Strong Analytical Skills	Requirements Gathering	Knowledgeable in SDLC