# David Blair

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## Summary

- Content and user experience pro – delivering human-centered designs to improve solutions
- Talented designer – visualizing content to achieve goals and make life easier
- *Certified Usability Analyst*
- *Certified Instructional Designer*

## Technical Expertise

- Adobe Creative Suite
- Web design, HTML, CSS, jQuery
- Video and Audio Production/Editing
- Learning Management System (Cornerstone)
- Adobe Captivate, eLearning development
- MS Office, Excel, Word, PowerPoint

## Professional Experience

### Owner | David Blair Design

Purcellville, VA | 2006-Present
**Provide graphic arts, design strategy and technical consulting services to medium and small business clients.**

- Delivered web solutions for 15 Montessori school locations to support needs of staff and parents.
- Designed and managed community association website serving thousands of Northern Virginia homeowners.
- Created logo designs, blogs and print materials for local businesses

### Senior LMS Administrator | MSRB

Washington, DC | 2017-2019
**Administered the infrastructure and operations of the award-winning MuniEdPro® learning platform, ensuring smooth operations while providing critical analysis for Chief Education Officer to better understand customers.**

- Elevated the presence of the learning platform by aligning web content to best support program goals, processes and transactions, and to increase the system's visibility and accessibility for current and prospective customers.
- Provided executive- and board-level reports and data analysis to foster ongoing support from organization leadership and the Board of Directors.
- Responsible for the continuous service and sound infrastructure of the learning platform, managing all infrastructure and technical support enhancements with the vendor.
- Supported content creation by participating with the curriculum teams and independently in the design, development and testing of instructional materials.

### Senior Manager of Learning Technologies | Deltek

Herndon, VA | 2013-2016

**Managed the development and delivery of product training and user-experience in corporate university.**

• Led remote project team to revamp customer-facing learning management system – developed the user interface, supporting workflows, account configuration and trained all support staff. *Completed in four months.*
• Training advisor for product teams and subject matter experts to identify needs, manage the development and delivery of required learning solutions.
• Designed web and course templates to streamline production processes and increase the consistency and speed of delivery of learning assets.
• Improved the technical performance, audio/video presentation and quality control of course products.
• Curated catalog to improve the sustainability, structure, security, and organization of all learning content.

### Internal Site Manager | Freddie Mac

McLean, VA | 2006-2013

**Managed internal web content, standards and information architecture, led efforts to eliminate information silos and redundancy, and provided content strategy and UX consulting services to the organization.**

• Co-led project to revamp the entire corporate intranet – resulting in improved site architecture, navigation and content organization, to focus on critical content while reducing redundancy. *New site launched in six months.*
• Co-led project to design internal, self-service content model – developed and delivered classroom training and documentation to ensure the implementation, deployment and adoption of the program – which reduced web support costs and provided for timely content management.
• Created internal site standards, documentation and content templates – to systematically manage growth, increase productivity, improve content consistency and to provide for a more sustainable web ecosystem.

### Senior Graphic Designer | Freddie Mac

McLean, VA | 1996-2006

**Produced customized web and eLearning assets, designed multimedia content, and directed the production of video presentations for corporate meetings and events.**

• Served as the go-to designer for graphic and presentation solutions, web design and video production – which helped establish a reputation of excellence for the team throughout the organization.
• Consistently mastered new tools, methods and technologies to deliver engaging interactive training courses.
• Supported corporate events by producing fun, content-rich video presentations with impact.

## Education/Credentials

**Instructional Design Certificate**
Association for Talent Development

**Certified Usability Analyst**
Human Factors International

**Bachelor of Fine Arts, Graphic Design**
Radford University