# PAUL W. NICHOLS

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## SENIOR INSTRUCTIONAL DESIGNER

Instructional Designer with strengths in producing self-paced eLearning training, virtual instructor-led training (vILT), instructor-led training (ILT), and social-media and print-based support materials and publications.  Passionate about combining instructional design, graphic design, and technology to produce appealing, highly professional deliverables that stimulate engagement and foster learner comprehension.

- Proficient in using ADDIE and AGILE methodologies and Bloom's Taxonomy to analyze learner performance needs and identify key learning objectives to create thoughtful, well designed, and appropriately structured materials.
- Highly adept at creating visually appealing content through technical proficiency, attention to detail, and the application of graphic design principles.
- Successful in cultivating ongoing relationships with design teams, subject matter experts, and product leaders to foster a collaborative, team approach to achieve training goals and ensure content is accurate and effective.
- Experienced in the identification and integration of technology to design and develop training deliverables – including the use of simulations, video, and social media collaboration tools.

## SOFTWARE AND COLLABORATION TOOLS

- Adobe Captivate
- TechSmith Camtasia
- Microsoft PowerPoint, Word, and Excel
- Cisco WebEx Event and Training Center
- Skype for Business
- Kaltura Online Video Platform
- TechSmith SnagIt
- Articulate Storyline
- Microsoft SharePoint
- Cornerstone OnDemand LMS
- Wondershare Filmora
- Jive Social Media

## EXPERIENCE

## REALOGY, MADISON, NJ

Sr. Instructional Designer / Zap Learning / Learning Center of Excellence      January 2018 – February 2019

### DESIGNED AND DEVELOPED MATERIALS FOR THE FOLLOWING COURSES:

**Zap Agent and Manager Training / Blended vILT**
As part of the Zap Learning team, designed, developed, and revised multiple instructor-led training webinars included in the following Zap Agent and Manager Training series:

- The ***Zap Agent Essentials*** course provides an introductory overview to get agents and managers "up and running" with the Zap Customer Relationship Management (CRM) system.
- The ***Get to Know Zap!*** training series includes a collection of webinars that provides agents and managers with a basic understanding of Zap features and demonstrates how to easily integrate these features into their day-to-day real estate business.
- The ***Get Zapped! for Agents*** training series includes a collection of webinars that provides agents and managers, with a deeper dive into Zap's features and includes hands-on exercises that show how to use Zap in the quickest and easiest way.
- The ***Get Zapped! for Managers*** training series includes a collection of webinars that helps managers to learn and effectively manage Zap.  Sessions included best practice tips and strategies that assist managers to improve their agent's engagement with Zap.

**Zap Specialist Training / Blended vILT**
Designed and developed the *Success with Zap* monthly PPT training file to highlight a particular Zap feature or topic that Zap Specialists utilized to deliver a 20 to 30-minute training session to their own agents. Each session included specific challenge ideas to motivate agents to practice on Zap. To support and prepare for each monthly's session, Zap Specialists were provided a sample train-the-trainer recording to review.

**USAA Agent Training / Blended vILT and eLearning**
As part of the Zap Learning team, designed and developed a unique blended training solution for USAA agents moving onto the Zap platform. Deliverables were developed on schedule under a tight timeline with little to no available product environment. Deliverables included duel components of an online eLearning module and an Instructor-led class, Quick Reference Guides, a glossary, and a separate simulation Training Notes guide. Training was well received with an NPS score of 71.

**Zap Conference Workshop Training / ILT**
Designed and developed the following instructor-led training conference workshop sessions:
   o *Bolder Blogging: Marketing Fueled by Prospecting*
   o *Service That Sticks: Becoming a Referral Magnet*
   o *USAA Path to Profitability*

# AUTOMATIC DATA PROCESSING, PARSIPPANY, NJ
Instructional Designer and Developer / Enterprise Learning                    July 2006 – May 2017

### DESIGNED AND DEVELOPED MATERIALS FOR THE FOLLOWING COURSES:

**Creating Positive Client Interactions / Service New Hire Blended vILT**
- Focused on ADP Service Culture and how to deliver exceptional service.
- Utilized "learning by example" to enhance ability to deliver exceptional service to clients.
- Included audio recorded service calls which the instructor reviewed in depth.
- Used internal social media collaboration site to provide ongoing access to resources, reinforce messages, and provide access to additional recorded service calls to review as needed.
- Garnered recognition from senior management on course design and execution.

**New Hire Product Overviews / Service New Hire Blended vILT**
- Included an overview of several ADP products on which service new hires were not trained on during their initial new hire training program. Provided fundamental information to identify these products when clients call ADP.
- Employed sequenced instruction on each product including a practice to identify key words or phrases clients might use when calling ADP with an issue on each product.
- Used internal social media collaboration site to provide ongoing access to procedural information about specific tasks for each product, terminology and definitions, and quick reference cards.
- Included multiple role-play practices which combined identifying the reviewed products with the exceptional service skills acquired in the Creating Positive Client Interactions course.
- In blending the skills from both courses, provided new hires with the ability to deliver exceptional service when clients call ADP about these products.

**Introduction to I-Hub / Implementation New Hire Blended eLearning**
- Included an overview of Implementation Hub (I-Hub) as well as instruction on basic navigation and fundamental procedures to implement a client using I-Hub.
- Included a PowerPoint eLearning course, a job aid, and a guided Captivate simulation.

**Onboarding Clients Using I-Hub / Implementation New Hire eLearning**
- Comprised of four Captivate simulations demonstrating the process to onboard a client using I-Hub.
- Concluded with a practice activity to demonstrate mastery.

**Completing the Payroll, HR, and Time & Attendance Client Interviews Using I-Hub / Implementation New Hire eLearning and Blended vILT**

- Introduced the Payroll, HR, and Time & Attendance I-Hub Client Interviews, including a review of the key pages of each Interview as well as a discussion of the appropriate setup questions to ask clients in order to complete each Interview successfully.
- The Payroll Interview course featured a series of discussion questions to which participants responded via the use of mark-up tools; the HR Interview course featured a group scavenger hunt; and the Time & Attendance Interview course featured a terms and concepts matching activity.
- Used internal social media collaboration site to provide ongoing access to procedural information about specific tasks for each product, terminology and definitions, and quick reference cards.

**Payroll and Time & Attendance Learning Bytes / Client eLearning**

- Completed numerous updates to over 30 Payroll and Time & Attendance "just-in-time" microlearning deliverables developed in Captivate. Deliverables continue to be an integral component of ongoing client training.
- Created and maintained Learning Byte access pages for associates on the internal, associate social media site. Pages provided an integral "one stop" resource for associates to access the latest version of these training deliverables and are utilized by associates across all of ADP. Consistent access saves numerous associates the time of tracking down the most current version of these deliverables.
- Created and maintained Learning Byte access pages for clients on the external, client social media site. Pages provided an additional, "one stop" resource for clients to access the most current version of these deliverables.

**Overall Evaluation Scores / All Training Deliverables**

- In fiscal year 2017, in response to the following course evaluation questions, achieved the following overall average scores:
  - *Rate your overall satisfaction with this training.* / 4.63 on a scale of 5.00.
  - *Would you recommend this training?* / 9.18 on a scale of 10.00.

# PAYROLL, HR, AND TIME & ATTENDANCE KNOWLEDGE AREAS

| | | |
|---|---|---|
| ○ Implementation New Hire | ○ Multi Jurisdiction | ○ Payroll Preview |
| ○ Service New Hire | ○ FLSA Overtime | ○ Document Cloud |
| ○ State and Local Taxes | ○ General Ledger Interface | ○ Restaurant Payroll |
| ○ Reciprocity | ○ Benefit Accruals | ○ Allowed and Taken |

# CERTIFICATIONS

Certified Payroll Professional (CPP) / American Payroll Association
Fundamental Payroll Certification (FPC) / American Payroll Association
Web Developer Fundamentals Certificate / Rutgers University Internet Institute

# EDUCATION

Masters of Science (M.S.) Instructional Technology / Bloomsburg University, Bloomsburg, PA
Masters of Arts (M.A.) Communication / Bloomsburg University, Bloomsburg, PA
Bachelor of Arts (B.A.) History / Eastern Nazarene College, Quincy, MA