Geoff Humphrey

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Learning and Development Leader

Results-driven learning management professional with extensive experience and deep expertise in instructional design, web-based learning, adult education, training, leadership, and project management. Adept at leading learning and development project teams to create engaging and effective learning experiences for constituents in various industries, including business, higher education, and public education.

Areas of Expertise

- Project leadership and management.
- Cross-functional leadership, communication, collaboration, and reporting in busy technical settings.
- Adult education and learning theory.
- Instructional and technical writing.
- Specialized instructional design for instructor-led, virtual, and blended learning environments.
- Web-based training (WBT) design and development using PowerPoint, Articulate Storyline, Articulate Rise, Lectora, and DominKnow.
- Learning interaction development using Adobe Creative Suite, Camtasia, and Vyond.
- Video development, editing, animation, and motion graphics using Adobe Audition, Adobe Premier, Adobe Audition, and Vyond.
- Front-end web development with HTML5, CSS3, JavaScript, jQuery, frameworks, content management systems such as WordPress, PHP, and MySQL.

Key Skills

- Adult education and theory.
- Instructional design.
- E-learning, blended learning, and instructor-led learning design.
- Instructional and technical writing.
- Learning and development program leadership and management.
- Project management.
- Client relationships.
- Graphic design.
- Web design.
- UX design.
- Audio editing.
- Audio processing.
- Video script writing.
- Video storyboard creation.
- Video editing.
- Video processing.

Experience

LEAD TRAINING MANAGER, DESIGN – AT&T, Englewood, CO
May 2019 – December 2023

Managed instructional design processes and implementation for the Learning and Development division, focusing on Enterprise and HR client spaces, impacting 200,000+ employees worldwide.

- Led development of web-based training and learning engagement media using industry-standard tools, including Articulate Storyline, Articulate Rise, DominKnow, Camtasia, Vyond, and Adobe Creative Suite. Achieved a 20% year-over-year reduction in time-to-market.
- Directed instructional design, writing, and development of instructor-led and self-paced course content in collaboration with Subject Matter Experts, employing industry-leading learning and design models, methodologies, and modalities. 4.5 out of 5.0 average star rating for each course, video, or learning interaction delivered.
- Managed an enterprise-wide instructional development initiative team charged with creating 20 short-bite, instructional videos delivered to 200,000+ employees.
- Led an initiative to virtualize 20+ instructor-led courses, reducing time-to-market by 25% and increasing training reach by a minimum 30%.

Key initiatives: Workday, Psychological Safety, Social Media Certification, #LifeAtATT Onboarding, 2023 Benefits, Diversity Pillars.

SR. TRAINING MANAGER, DESIGN – DIRECTV / AT&T, Englewood, CO

September 2014 – May 2019

Managed instructional design and technical writing of courseware for wireline installation technicians, impacting 3,000+ technicians and supervisors.

- Streamlined the multi-week DIRECTV new hire curriculum, reducing in-class seat time 20% and increasing experiential learning 15%.
- Designed and built a fully responsive, web-based, device-agnostic learning platform prototype, which lead to the internal development of Lighthouse, an integrated, modularized, data-powered learning platform for WordPress that is used enterprise-wide to deliver training to 100,000+ employees with over $1 million in cost savings in the first year alone.
- Converted all DIRECTV and AT&T wireline technician new-hire curriculums and materials to utilize the newly-created Lighthouse platform, streamlining time-to-market by 50% and new course creation time by 70%.

Key initiatives: GSCL Bootcamp, DIRECTV New Hire, DIRECTV Service and Troubleshooting, Attics and Crawlspaces Safety, Lighthouse for Designers.

SR. INSTRUCTIONAL DESIGNER – Jones International University, Greenwood Village, CO

December 2006 – August 2014

Managed instructional design and courseware for various degree programs, including Doctorate in K-12 Education Leadership, Doctorate in Adult Education Leadership, Doctorate in Business Administration, Master of Business Administration, and Associate in Digital Media, serving 5,000+ students and 100+ faculty.

- Lead instructional designer for both Doctorate in Business Administration, Doctorate in K-12 Education Leadership, and Doctorate in Adult Education Leadership programs. Developed 30+ courses for each program, respectively.
- Lead instructional designer for the Associate in Digital Media program, developing eight specialized courses.
- Mentor and coach to junior-level instructional designers.

TRAINING & EDUCATION MANAGER – METROLIST, INC., Greenwood Village, CO

August 2001 – December 2006

Managed and created all internal and external corporate education initiatives, implementing training and development opportunities for 50+ employees and 5,000+ customers.

- Supervised, coached, and developed individuals conducting product training courses for customers.

Education

MASTER OF ARTS in Information and Learning Technologies, University of Colorado

BACHELOR OF ARTS in Social Sciences and Secondary Education, University of Northern Colorado

NANODEGREE in Front End Web Development, Udacity

Interests

Travel, web design, front-end web development, graphic design, brewing sciences, culinary arts, photography.