

TIAN VETTER

Instructional Design • Visual & Graphic Design • Program & People Management

PROFILE

Currently a senior manager with 12+ years of experience in instructional design, adult learning, curriculum development, and program and people management. Obtained Master's degree in Information and Learning Technologies from the University of Colorado - Denver. Specialize in eLearning design and development, curriculum and content design, training and facilitation, training needs and task analysis, multi-media learning, and program management. Seeking to contribute my experience, skills, and expertise in a long-term, senior-level position related to curriculum and program design, development, and management. View more about me at www.tianvetter.com.



Message via LinkedIn



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[linkedin.com/in/tianvetter](https://www.linkedin.com/in/tianvetter)



<http://www.tianvetter.com>

SKILLS

PROFESSIONAL

eLearning Design & Development
Adult Learning
Curriculum Development
Course Development
Blended & Classroom Instruction
Onboarding Training & Processes
Visual & Graphic Design
People Management
Program Management

TECHNICAL

Adobe Photoshop & Illustrator
Adobe Captivate & Articulate Storyline
Cornerstone & Captivate Prime
TechSmith Camtasia
Salesforce
Microsoft Office & Google Suite

EDUCATION

MASTER'S DEGREE, 4.0 GPA

University of Colorado - Denver
Information and Learning Technologies
2014 - 2016

BACHELOR'S DEGREE

Fort Lewis College
English Literature & Art
2002 - 2008

EXPERIENCE

SR. MANAGER, CURRICULUM DESIGN & DELIVERY 11/2020 – current SERVICENOW | DENVER, CO (REMOTE)

- Manage the design and development of sales enablement for ServiceNow's Global Sales organization for the new hire, sales manager, and role excellence programs that align to strategic sales initiatives across regions
- Lead a large team (16 employees) of high-performing instructional designers, sales trainers, and video producers while setting standards for best practices for delivery, facilitation, and curriculum design and development
- Continually innovate delivery and design methodologies by leveraging new technologies and strategies to achieve high impact, "sticky" enablement
- Develop and manage detailed program plans that consider all requirements, constraints, resources, and deliverables associated with the defined objectives
- Work with stakeholders and regional enablement leaders to continually assess and understand skills and enablement needs, define options, and translate them into actionable and measurable learning objectives and goals

GLOBAL SALES CURRICULUM MANAGER, 6/2018 – 11/2020

ADOBE | DENVER, CO (Adobe acquired Marketo in 11/2018)

previously HEAD OF LEARNING & DESIGN, GLOBAL SALES, MARKETO

- Oversee the design and development of multiple role-relevant, comprehensive, learning programs that include eLearning, live (and virtual) training, multi-media assets, hands-on application, and coaching components
- Advise on best practices in instructional design with particular focus on innovative creation of blended, instructor-led, and digitally delivered content
- Manage an exceptionally high-performing team within an extremely fast-paced environment, while continuously elevating team member skills
- Design, develop, execute, and maintain various Global Sales Enablement programs and initiatives that include onboarding programs, new releases, sales processes, quarterly release trainings, and go-to-market strategies
- Partner cross-functionally in driving various projects and deliverables to ensure solutions are successfully aligned to strategic sales initiatives across multiple regions

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INTERESTS

Innovative Learning Solutions
Professional Development
Emotional Intelligence
Microlearning Programs
Web & Graphic Design
Painting & Writing
Oxford Comma

REFERENCES

Kathryn (Katie) Nester

Associate Director of Admissions
Fort Lewis College

Nicole Petruccione

Learning Design Manager
Slack

Kylie McCue

Sales Learning Experience Designer
Pegasystems

More information upon request.

EXPERIENCE - CONTINUED

LEAD INSTRUCTIONAL DESIGNER, 7/2017 – 6/2018

TSYS | BROOMFIELD, CO

- Produced high-quality and innovative learning experiences that contained self-paced and interactive eLearning, instructor-led courses, webinars, job-aids, scenario-based learning, and blended solutions
- Collaborated with groups across the organization to analyze, design, develop, produce, implement, and maintain content for learning solutions that were appropriate for the culture and level of expertise of individual users of the organization's various programs, products, solutions, processes, and services
- Mentored and coached internal team of sales trainers, advising on best practices for adult learning and instructional design

INSTRUCTIONAL DESIGNER, 2/2017 – 7/2017

THE CE SHOP | DENVER, CO

- Researched and organized information and compiled instructional materials (tutorials, references, audio and video assets, storyboards, assessments, etc.) to create appropriately timed courses that met regulatory requirements and followed adult eLearning pedagogy
- Developed course outlines and objectives (Bloom's levels 1-6), determined user, selected appropriate training approach best suited for the content, structured course content, and developed curriculum to be implemented in full course cycles
- Transformed complex, unorganized information into clear and effective multi-media training and instruction in an extremely fast-paced environment

INSTRUCTIONAL DESIGNER, 2/2016 – 2/2017

GHX | LOUISVILLE, CO

- Conducted needs and task analyses with stakeholders to scope projects and identify needs of training curriculum
- Designed and developed learner-centered training programs, online courses, and certification assessments to support curriculum, including conducting SME interviews, writing storyboards, and developing eLearnings in Articulate Storyline
- Developed strong, collaborative relationships with internal stakeholders, including project management and implementation teams, to ensure smooth and timely transition of information out to customers

LEARNING AND DEVELOPMENT, various roles/promotions, 2/2011 – 2/2016

CONSTANT CONTACT | LOVELAND, CO

- Designed, developed, and maintained New Hire Training materials (eLearnings, presentations, job aids, facilitator guides, communications, and other training solutions); Redesigned multi-week "Core" training program from 3/2015 to 6/2015
- Developed and conducted needs assessments to proactively identify learning and development needs for ongoing training effectiveness
- Facilitated and managed bi-weekly new hire "Core" training program