

# THOMAS SCHIFERL

## PROFILE

By combining my passion for design, skill with various media, and experience teaching, I have explored several positions in digital production and instructional design. I have worked with diverse clients, colleagues, and organizations and seek an opportunity to innovate while continuing to grow professionally. I look forward to continuing to teach others in new and exciting ways.

## SKILLS

- ⊙ Windows and MacOS
- ⊙ Adobe Creative Cloud Power User
- ⊙ TechSmith Camtasia and SnagIt
- ⊙ DSLR and Video Cameras
- ⊙ Microsoft 365
- ⊙ WordPress, CSS, HTML
- ⊙ Eagle Scout with Gold Palm

## EXPERIENCE

### Team Leader

Yardi Aspire - Design Services

November 2019 - Present

Manage a team of instructional designers to create media elements for online training courses. Oversee video studio, audio recording booth and transition to home audio recording procedures, and delegate projects and tasks to team members, including instructional designers in Pune, India.

### Senior Instructional Designer

Yardi eLearning

May 2018 - November 2019

Designed and edited online training courses, videos, and audio tracks, as well as created graphic, video, storyboards, and print elements for courses and training materials. Served as mentor to interns, temps, and fellow designers, as well as quality control gatekeeper for all courses released to clients, and visual design approver for new courses.

- ⊙ Vice President Award  
Selected by business unit VP for excellent customer service, innovation, and accomplishments.
- ⊙ eLearning Ambassador  
Traveled to give client demos of Yardi eLearning, taught at Yardi user conferences, and served as eLearning authoring instructor at small-group eLearning client training series.

### Technical Account Manager

Yardi eLearning

August 2016 - May 2018

Implemented new eLearning clients who use Yardi software for their property management business. Designed and edited online training courses, videos, and audio tracks, as well as created digital graphic, video, and print elements for courses and marketing materials.

### Producer - DP Video Camp

June 2013 - August 2016

Codeveloper and operator of a summer camp teaching basics of video production and photography to children ages 8-13 at Dos Pueblos High School.

- ⊙ Digital, print, and email marketing
- ⊙ Budget management in excess of \$20k
- ⊙ Employee and volunteer management
- ⊙ Camp video production

## EDUCATION

### Western Kentucky University

Aug 2011-May 2015

Bachelor of Arts - Broadcasting Major

- ⊙ TV/Video Production Concentration
- ⊙ Computer Information Systems Minor
- ⊙ Add'l coursework in Geographic Info. Systems

## CONTACT

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Email for phone number and mailing address

## REFERENCES

Email for reference contact information