THOMAS SCHIFERL

PROFESSIONAL SUMMARY

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 teaching others in new and exciting ways.

SKILLS AND TOOLS

- Windows and MacOS
- Microsoft 365 & Google Workspace
- WordPress, CSS, HTML
- TechSmith Camtasia & SnagIt
- Generative AI Prompt Building
- Eagle Scout (with Gold Palm)

EXPERIENCE

Senior Learning Content Producer - Madecraft

January 2022 - May 2025

Created online training courses with subject matter experts across many topics. Served as the guide through scripting, storyboarding, recording, and post-production. Reviewed completed courses, directed fixes and client requests, and served as final quality checker. Also served as main technical course producer, overseeing screencapture and software course production for internal stakeholders and large external clients.

Team Leader - Yardi Aspire - Design Services

November 2019 - December 2021

Managed a team of instructional designers to create media elements for online training courses. Oversaw video studio, audio recording booth and transition to home audio recording procedures, and delegated 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.

Technical Account Manager - Yardi eLearning

August 2016 - May 2018

Implemented new Yardi 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.

EDUCATION

Western Kentucky University

Aug 2011-May 2015

Bachelor of Arts - Broadcasting Major

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

CONTACT

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