Alvin E. Lawrence

Creative Director of Learning Solutions

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Visionary Creative Director of Learning Solutions with expertise in leading federal learning programs, instructional design, eLearning, and quality control. Proven track record managing teams, delivering scalable training solutions, and ensuring compliance with industry standards. Active Public Trust security clearance.

Work Experience

Creative Director of Learning Solutions
Diamond Information Systems

Feb 2017 - Present

- Led and mentored a team of elearning developers and instructional designers, overseeing the design of scalable elearning development solutions aligned with the company's strategic vision for learning and development.
- Collaborated with cross-functional teams and product SMEs to develop learning content that addresses business needs, securing $1.6M in projects. Ensured learning programs were inclusive and accessible following WCAG 2.0 standards.
- Applied learning analytics and quality control processes to refine training content, resulting in a 30% increase in learner retention and consistently high-quality standards.
- Developed and delivered comprehensive learning programs, including self-directed, online, blended, and instructor-led training ILT and VILT, incorporating AI-powered learning tools to enhance operational efficiency.
- Managed large-scale content development projects, ensuring adherence to industry best practices in instructional design (ADDIE, Kirkpatrick) and promoting continuous improvement.
- Fostered a culture of continuous learning and professional development among the team, ensuring alignment with current trends and innovations in the learning and development field.
- Manage budgets for all learning development initiatives, ensuring cost-effective allocation of resources

Senior Learning Experience Designer
Diamond Information Systems

May 2016 - Feb 2017

- Designed and implemented comprehensive learning programs for over 87, 000 employees, ensuring scalability and alignment with organizational goals.
- Partnered with product teams to incorporate learning analytics, boosting learner engagement by 40%. Ensured content quality control and alignment with international standards.
- Led the integration of innovative elearning authoring tools like Articulate, enhancing content delivery with a focus on inclusive and accessible design.
- Developed data-driven content that adhered to instructional design principles and learner-centered approaches, continuously improving learning solutions through feedback and analytics.

Senior Learning Consultant
Wells Fargo

Sep 2014 - May 2016

- Consulted with the training department to enhance digital learning experiences by leveraging learning science and adult learning principles, resulting in a $1M labor savings and improved content delivery.
- Applied accessibility standards and guidelines to ensure learning programs were inclusive for diverse audiences.
- Developed scalable, data-driven learning content, producing high-quality, learner-centered solutions for self-directed and instructor-led programs.
- Managed cross-functional teams and SMEs to ensure content quality control and adherence to learning and development best practices.
- Conducted training needs assessments and applied evaluation tools to measure the effectiveness of learning initiatives, improving organizational and individual performance.

Manager of Learning Development   Aug 2013 - Sep 2014
Bechtel

- Led and managed a team of instructional designers, overseeing the development of scalable learning programs for 25, 000 employees and ensuring content quality through rigorous quality control processes.
- Improved the functionality of the learning management system (LMS) , enhancing learning delivery for diverse audiences.
- Spearheaded change management for large-scale curriculum development, integrating innovative technologies and best practices into learning initiatives.
- Collaborated with business stakeholders to ensure learning content was aligned with business goals and optimized for learner engagement and retention.
- Fostered a culture of continuous improvement, enabling the team to stay updated on learning industry trends.

Senior e-Learning Developer   Mar 2011 - Aug 2013
Bechtel

- Developed innovative digital learning experiences recognized for applying learning science principles to enhance learner engagement and retention for customer-facing roles.
- Led the creation of interactive content using Articulate Storyline and Adobe Creative Suite, ensuring quality control and refinement based on learning analytics and feedback.
- Applied instructional system design principles (ADDIE, Kirkpatrick) to develop high-quality learning content that promoted behavior change and aligned with business needs.
- Produced a widely recognized animated video for the Chief Learning Officer, highlighting adult learning methodologies and promoting a culture of continuous learning.
- Presented at industry conferences to stay abreast of emerging learning design trends, contributing to the broader learning and development community.

Core Skills

Strategic Planning, Instructional Design, Content Creation, Change Management, Learning Technology, Adobe Creative Suite, Course Authoring, Video Production, SharePoint, LMS, Instructor-Led Training

Education

Arizona State University

Master of Science Graphic Information Technology

University of Advancing Technology

Bachelor of Arts Multimedia

Certificates

Project Management Professional (PMP)
PMI Institute

Certified ScrumMaster (CSM)
Scrum Alliance

Certified Scrum Product Owner (CSPO)
Scrum Alliance