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Jay Crook

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Are you looking for a leader who is creative, knowledgeable, and personable? I have over 20 years of diverse experience in eLearning. I enjoy helping others and sharing my talent and knowledge.

Corporate Education Experience

I began developing corporate education with NCR in the 80's. At that time, we were pioneering cutting edge technology: laserdiscs and touch screen monitors. I was both a programmer and graphic artist. We won many awards for innovation and quality through the years as technology evolved. A colleague and I built NCR's first LMS for WBTs. We made presentations at conferences sharing our findings and research. I hold a few patents on some of the work I did at NCR.

After that, I did some freelance consulting developing WBTs, websites, and LMSs for several companies. I wound up as a contractor for the Navy working on WBTs for their pilots (CNATRA). There I created software to help them migrate their courseware from an outdated authoring system to any other authoring system they could choose later.

With Teradata, I work on both ILT material and WBTs as an instructional designer. We have a virtual team with members all over the world, that I collaborate with. I also helped with our last LMS migration (Saba). Some call me the "Magic Man" because I can get quick results when others face challenges and need help.

My Education

I have a BA in Art and a BS in Computer Science from Abilene Christian University. I also have an MS in Instructional Design and Educational Technology from Texas A&M Corpus Christi. Most of my education is self-taught in learning other programming languages, graphics programs, authoring systems, and human communication.

Management Philosophy

I believe in a bottom-up approach to management, giving those under me the tools they need to excel in their role. For underachieving employees, I prefer giving them additional training, or finding them another role in the organization that is a better fit. Showing care for employees makes them better performers.

Management Experience

I serve as an elder at Western Hills Church of Christ along with six other men. We oversee a congregation of over 300 members. Part of my duties includes directing 13 deacons with different ministries, and five paid staff members in their duties. The seven of us have to balance an annual budget of \$800K. In a way, this type of management can be more challenging because we are leading primarily volunteer workers.

On the business side, I have been a team leader on many projects. Though never employed with the title of a manager, I have much experience as a mentor and leader in corporate education.

SUMMARY

Multitalented as an **instructional designer, software engineer, and graphic artist** with extensive experience in developing innovative courses and courseware tools for corporate education. A great designer and an inventive and effective developer who can implement solutions quickly. Expertise includes:

- Tool development
- Website design
- LMS and LCMS creation
- LMS migration
- WBT template design & course development
- Initiating new and unique solutions
- Ability to work in dynamic, cross functional, and global teams
- Creating intuitive functionality with usability expertise
- Gathering and integrating instructor input for new features

TECHNICAL SKILLS

WBT Authoring:	Captivate, Lectora, Camtasia, Articulate, Authorware
LMS Platforms:	Saba, SuccessFactors, Plateau, Blackboard, Docent, edcor
Languages:	Perl, ASP, VBScript, Visual Basic, ActionScript, PHP, VBA
Internet:	JavaScript, HTML, DHTML, AICC, SCORM, XML, SQL, MySQL, CSS
Graphic Tools:	Adobe Photoshop, Fractal Design Painter, Flash, Corel Draw
Other Products:	WebEx, MS Producer, Microsoft Office Suite, Adobe Acrobat Pro, Power BI

PROFESSIONAL EXPERIENCE

Teradata (Rancho Bernardo, California - virtual)

Learning Consultant

2012 - present

Updating and creating training material for Teradata ILT, VILT, and WBT courses. Providing tools and reports for customer registration and logistics. Provide support for course catalogs, student records, surveys, etc. Use the ADDIE and SAM instructional design models.

- Developed eDOCs program to distribute course material with minimal security.
- Created tools to help in LMS migration.
- Created template standards for other instructional developers.

Crook Consulting (Corpus Christi, Texas)

Website Developer and eLearning Specialist

2009 - 2012

Lead a team to develop online solutions for a variety of businesses including ACS (A Xerox Company), Texas A&M University Corpus Christi Community Outreach, Naismith Engineering, Mental Health Mental Retardation of Nueces County, Marohl Consulting, Funtrackers Family Fun Center, World Radio Network, NewLife Behavior Ministries, and Christian Counseling of Johnson County.

- Created an iPhone app for the World Radio Network to stream seven of their stations.
- Developed LMSs and courseware for three companies/organizations in multiple languages using the ADDIE model.

L-3 Communications/D.P. Associates (NASCC - Corpus Christi, Texas)

Authoring Systems Specialist

2010 - 2011

Responsible for the creation and maintenance of aviation training courseware material for the US Navy - CNATRA. Includes using NDOMS, JPATS Tools, Authorware and TIMS (US security clearance).

- Developed a tool to transition 1000 courses written in an obsolete authoring language to a newer platform.

NCR Corporation (Dayton, Ohio – virtual)

Learning Consultant III – NCR University

2006 - 2009

Assisted in the migration of Learning Management Systems (LMS) involving design and tools to convert data from one system to another. Supported course instructors globally in getting their courses developed, online and connected to the LMS.

- Wrote code to bypass the limitations of the new LMS to provide output the course instructors needed.
- Created filtering code to separate the LMS database during the Teradata spin-off, providing an easier migration to the Plateau LMS.
- Developed a tool to convert legacy courses into SCORM-compliant courses so they could work without the major expense of LMS customizations.

Learning Consultant III – Global Learning

1995 - 2006

Part of a team that created award winning interactive learning with a gaming approach. This led to the creation of development tools to speed up the course development process. Tools were created for CBTs, WBTs and Learning Management Systems.

- Built NCR's first LMS (Datasaurus) before the existence of SCORM and AICC/CMI standards, to support the need for student based tracking, helping NCR become a leader in corporate learning.
- Two NCR learning groups merged with differing styles. A WBT development tool (WeBiT) was created in 1998 to toggle between those styles. WeBiT has been used by 68 developers, creating over 2300 courses, in 9 different languages.
- Many course developers were using WeBiT's default colors repetitiously. A style sheet editor was created to help them utilize a variety of other options.
- Most NCR instructors were new to WBT development, so in 2000 an eLearning Concepts course was developed to teach the various aspects of Web Based Training; benefiting 102 instructors.
- Many instructors were dissatisfied with the functionality of the off-the-shelf LMS. Created an eFacilitator to integrate with the LMS so instructors could monitor student course activity.
- Instructors wanted to build courses with various elements (PowerPoint, Word Docs, Flash movies, quizzes) so an LCMS (SCORM-Trooper) was developed. It has been used by 95 developers to create over 1300 courses, in 10 different languages.

Learning Consultant II – Education Solutions

1991 - 1995

With the dawning of multimedia PCs, developed multimedia applications in DOS and Windows, including multimedia courses and electronic course catalog.

Learning Consultant I – New Instructional Technology

1986 - 1991

Created computer graphics primarily for educational media, specializing in 2D and 3D animation. Wrote C programs for graphic applications.

EDUCATION

Master of Science – Instructional Design / Educational Technology, Texas A&M University Corpus Christi, Texas

Bachelor of Science - Computer Science, Abilene Christian University, Abilene, Texas

Bachelor of Art - Graphic Design, Abilene Christian University, Abilene, Texas

PATENTS

US 2003/0008271 A1 - Web-based education (Filed on July 6, 2001 as Appl. No. 09900539)

US 2003/0177203 A1 - Developer tools for web-based education (Filed on March 13, 2002 as Appl. No. 10097722)

OTHER

More information and examples of work can be found at www.jaycrook.com

References can be found at www.linkedin.com/in/jaycrook