

JUSTIN SEELEY

CONTACT

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AWARDS & CERTIFICATIONS

4X Adobe MAX Master Award
2018, 2016, 2015, 2014

Adobe Certified Expert
Photoshop, Illustrator, InDesign,
Lightroom

Microsoft Office Specialist (MOS)
Word, PowerPoint, Excel, Outlook

MOS Master Instructor
Word, PowerPoint, Excel, Outlook

Education

Murray State University
Graphic Communications Mgt.
2002-2008

Skills & Tools

- Learning Experience Design
- Learning Program Management
- Curriculum Development
- Digital Credential Strategy
- Team building & leadership
- People Management
- Vendor Management
- Project Management
- Budget Management
- Articulate 360
- Intellum Exceed LMS
- Evolve Authoring
- Adobe Creative Cloud
- Figma

INTRODUCTION

A proven Learning and Development leader with 15 years of experience leading global teams and creating engaging & effective learning programs. I love solving problems, helping people reach their full potential, and pulling from my experience at prior roles with startups and large corporations to achieve business and educational program KPIs.

EXPERIENCE

Learning and Development Lead

Snap, Inc. | May 2022 – Present | New York, NY

- Overseeing content strategy and curriculum development
- Overseeing content production for all online courses and certifications
- Overseeing the maintenance of the Snap Focus LMS platform
- Working with cross-functional teams to assess learner needs and develop content as necessary
- Partnering with internal creative teams to ensure brand consistency across all learning programs
- Partnering with marketing leads to develop GTM strategies for all new courses & certifications
- Working with localization & translation vendors to produce global content programs
- Working with Sales Enablement to ensure parity between internal and external initiatives

Learning Design Manager

Twitter, Inc. | October 2019 – May 2022 | New York, NY

- Managed a team of instructional designers, project managers, and contract vendors
- Led all content strategy initiatives including online learning and in-person training
- Managed localization workflows for content in 9 languages
- Consulted on all vendor MSAs and contracts for external content development
- Consulted with marketing leadership to determine budget allocations based on business needs
- Managed cross-functional stakeholder relationships within Global Business Marketing Org
- Implemented an agile, design thinking-oriented approach to content development
- Worked with the data science team to determine learning program impact on digital ad spend
- Designed and implemented a multi-tiered digital credential strategy for learner retention

Sr. Learning Designer / Product Manager

AVADO North America | June 2019 – October 2019 | New York, NY

- Led all content development for Twitter Flight School
- Worked with cross-functional stakeholders to assess learner needs and create accurate content
- Led and developed an off-the-shelf training program for digital product management
- Supported visual design of coursework and brand compliance as needed by the creative team

Knowledge Enablement Specialist

InVision App | August 2018 – June 2019 | Nashville, TN

- Led content development for new Support Specialist on-boarding programs
- Designed a knowledge retention plan to help maintain Support Representative performance
- Worked with marketing and product teams to execute new courseware as needed

Freelance Education Consultant

Self-employed | September 2017 - August 2018 | Nashville, TN

- Online course development for LinkedIn Learning
- Online course development for CreativeLIVE
- Independent online course creation
- Hands-on workshops for Adobe at Adobe MAX

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References

Jim Conley | Twitter, Inc.

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Dan Weston | Confluent

danielbweston@gmail.com
(909) 230-1296

Michael Tringe | CreatorUp

mike@creatorup.com
(310) 570-6104

Jolie Miller | LinkedIn Learning

jolie@linkedin.com
(760) 468-1303

[Additional References Available Upon Request]

EXPERIENCE (continued)

Online Course Developer / Learning Designer

Pluralsight | November 2016 - September 2017

- Consulted on the curriculum roadmap for the Creative, Design, and Engineering Library
- Managed multiple project timelines simultaneously to adhere to our production calendar
- Maintained my industry knowledge of upcoming software releases to produce timely content
- Conceptualized, wrote, and produced online courses focusing on Adobe Creative Cloud Products
- Edited and performed QA checks on all video courses before delivery
- Managed multiple project timelines simultaneously to adhere to our production calendar

Senior Instructor / Learning Designer

LinkedIn / Lynda.com | February 2012 - November 2016 | Carpinteria, CA

- Conducted needs analyses across multiple creative verticals to determine curriculum needs
- Partnered with content managers to create content roadmaps for the creative library
- Conceptualized, wrote, and produced online courses for the creative, web, and business libraries
- Managed multiple courses at various stages of development simultaneously
- Coordinated with post-production and QA teams to ensure on-time delivery of new courses
- Assisted the content marketing team with go-to-market initiatives and community outreach
- Acted as a brand ambassador by contributing content to industry publications, hosting podcasts, and attending and speaking at industry events

Webinar Producer / Learning Designer

iThemes | May 2011 - November 2011 | Oklahoma City, OK

- Delivered instructional webinars to the customer community to educate them on new products
- Developed a design-focused curriculum for the customer webinar program
- Drove sales of iThemes products through educational content and community outreach
- Volunteered at local non-profit centers to educate the local community about web design topics

Learning Designer

Interop Technologies | February 2010 - May 2011 | Fort Myers, FL

- Work closely with product developers to create educational content for new wireless customers
- Create online courses to instruct new wireless customers on how to use Interop tools & features
- Built a bespoke LMS system for customers to create their online learning portals for employees

Classroom Instructor

LANtec of Louisiana | August 2008 - December 2009 | Baton Rouge, LA

- Delivered in-person, instructor-led workshops on Microsoft Office, Adobe Creative Suite, and soft business skills

Course Developer (contract)

Total Training | May 2007 - June 2008 | Valley Cottage, NY

- Produced over 30 hours of online and DVD-based instructional training for Adobe Photoshop
- Worked with industry partners to deliver training content based on their software releases
- Partnered with Microsoft to create training modules for their Microsoft Expression Suite