

LUKE MCDONALD

| e-Learning Developer + Digital Designer |

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EXPERIENCE

eLearning Developer / LMS Administrator

USDOT / PHMSA / Office of Hazardous Material Safety

2012-Present

- Collaborated with instructors and SMEs to create SCORM modules and integrated into the LMS.
- Recorded and edited audio and video and incorporated into training modules.
- Customized data communicated and recorded from the SCORM module to the LMS.
- Converted ILT courses into WBT courses.
- Created course framework in the LMS for all ILT and WBT courses to include enrollment functionality, grading processes, and custom reporting.
- Defined user roles in the LMS for access to courses, enrollments, grade center, and reporting.
- Created user groups/structures and custom learning paths within the LMS.
- Created course structures, deliverables, resources, prerequisites, assignments, and gradable exams within the LMS based on program objectives and specifications from instructors and SMEs.
- Created post-course surveys to measure performance and meet organizational objectives within the ADDIE process.
- Provided ongoing performance reporting.
- Developed LMS portal login page using CSS and JavaScript.
- Resolved user issues relating to system functionality and software systems.

Web Developer / Graphic Designer

Freelance

2004-2012

Notable Projects

- Developed online magazine editions for regional and national clients.
- Developed social networking website and user interface to maximize engagement for college prep organization.
- Recruited and managed team of designers and programmers.
- Developed event website and launched event magazine for National Homeschool Basketball Championships.
- Sold advertising and sponsorship packages to include multi-year title sponsorship to Rosetta Stone Language Learning Software.
- Developed college prep website and sold recruitment tools to colleges and universities across the United States. Recruited team of designers and programmers and managed all business operations. Achieved 100 colleges and 12,000 student/college connections within 2 years. Sold company in 2012.

Education

Drake University – Des Moines, IA • Bachelor of Arts Degree – May 2004 • Programs of Study – Graphic Design

Software / Technologies / Capabilities

Lectora • Articulate • Storyline • Captivate • SCORM Authoring • Learning Management Systems • Blackboard • SABA • Audio/Video Recording/Editing • Vimeo • Copywriting • Adobe Creative Suite • Microsoft Office • HTML/CSS • JavaScript • Google Shared Apps • Skype • GoToMeeting • Webinars • Salesforce • Dropbox • Slack • OnePage CRM

Recommendation

“As the National Field Training Officer for the Office of Hazardous Material Safety (OHMS) within the USDOT’s Pipeline and Hazardous Material Safety Administration (PHMSA) I was faced with the challenge of developing and implementing a web-based training and certification system for a widely dispersed population of hazardous materials transportation investigators throughout the United States. Mr. Luke McDonald’s technical expertise and team building were central to the development and implementation of not only the course curriculum content, but the evaluation, certification and triennial recertification system in use today for OHMS hazmat investigators. This system is not only the basis of the Office of Hazardous Material Safety’s certification program but serves as the model for the United States Department of Transportation’s Hazardous Material Inspector/Investigator competency-based training and certification program. Luke’s ability to collaborate with our training team, translate complex training concepts into web-based content and offer ideas enabled the Department to customize the evaluation module to fit our needs and provide real time feedback to the investigator. This provided my program with previously unseen flexibility. Luke’s reliability and initiative made him the obvious choice when the opportunity arose to expand his role to include managing our entire LMS which includes our course curriculum, enrollments, and training records.”

Vince Mercadante

Director, Eastern Region

USDOT/PHMSA/OHMS/Field Operations