

Ara Rubyan

Instructional Designer

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What I Can Do For You:

I can help you cut your training costs by creating (or implementing) web-based and computer-based training content.

If you prefer, this training content can be easily deployed on a Learning Management System (LMS) where training activity can be tracked automatically and accurately.

This double-edged approach gives you an additional benefit: you can evaluate your training budget more effectively because you are using some powerful metrics -- comparing employees' training activity versus improvements in their performance evaluations.

What Makes Me Unique:

- I combine proven skills in IT systems analysis, learning management, content development and marketing.
- I stay current with a fast-changing industry by subscribing to nearly 200 journals, blogs and websites.
- I have the ability to synthesize relevant detail from disparate sources of information in order to produce my unique viewpoints on IT, LMS, training development and marketing.

Career Accomplishments:

- I have created training programs and trained thousands of technical and sales professionals.
- I developed valuable public relations skills during the years I pioneered a series of Internet electronic journals that successfully attracted, grew, and held an audience of thousands.
- I was the lead trainer for the WebPuff software upgrade (an enterprise software system for multi-jurisdiction decision support following chemical emergencies)
- I have similar public sector experience with CSEPP's Web-based CA Tools grant-management software. Working with state officials, I demonstrated a strong ability to listen to their needs and respond in a way that ensured the success of the product rollout.
- I developed the instructional design for an online training program for DHS Chemical Security for ports.
- I deployed to the Operations branch of the Joint Field Office during the aftermath of Hurricanes Katrina, Rita, and Gustav, where I analyzed, designed, developed, tested and implemented training materials and managed logistics for trainers as well as in-class technical training sessions for FEMA Regions.

Relevant Experience

IEM, Inc., Learning Development Specialist, 2004–2009

- Produced 15 interactive tutorials for FEMA's CA Tools Grants Management software suite. These tutorials facilitated timesaving benefits for the client as well as more accurate financial management during normal operations.

- Produced the instructional design and systems analysis for an Internet-based interactive e-learning security-training program for DHS's Web-based Chemical Security Awareness Training Program for general employees at chemical facilities. I wrote the complete script for a 10-unit, self-paced, Web-based interactive training program utilizing multimedia.
- While deployed to the Operations branch of the Joint Field Office in Baton Rouge during the aftermath of Hurricanes Katrina and Rita, I wrote and edited the Shelter Management Unit Appendix for 2007-2008. I also performed in-class technical training sessions for FEMA Regions.
- Pioneered an open platform solution for GIS mapping of mass evacuation shelters in southern Louisiana.
- Performed as the classroom instructor responsible for training users in all aspects of FEMA's Operations Matrix Tool, a 3-tier, Web-based application incorporating an Oracle database designed for use by emergency managers responding to all-hazards events at multiple levels. I answered all questions during class sessions (or soon afterwards by finding SMEs and documenting answers). I was also responsible for carrying suggestions back to IEM from users.
- Produced 12 interactive tutorials (CBT) and training workbooks for the WebPuff Enterprise Decision Support System, which facilitated timesaving benefits for the client, as well as more accurate output during normal operations. I led in-class technical training sessions for FEMA Regions around the country.
- Developed and implemented the instructional design for an in-house series of self-paced, Web-based training modules on travel expense reporting.

Electronic Publishing Network, West Bloomfield, Michigan, Technical Training, Internet Content Development, E-Business Consulting 1993–Present

- Pioneered a series of Internet electronic journals that successfully attracted, grew and held an audience of over 7,000 weekly subscribers; successfully sold and placed advertising on Internet.

New Horizons, Livonia, Michigan, Technical Trainer, 1996–2001

- Certified technical trainer in the field of computer-network engineering.

Education

B.S., University of Michigan, 1974

Certification and Training

Emergency Management Institute's (EMI) Professional Development Series (PDS) certification:

- IS230 Principles of Emergency Management
- IS235 Emergency Planning
- IS242 Effective Communication
- IS241 Decision Making and Problem Solving
- IS240 Leadership and Influence
- IS244 Developing and Managing Volunteers
- IS139 Exercise Design

Master Certified Novell Engineer (MCNE)

Master Certified Novell Instructor (MCNI)

Microsoft Certified System Engineer (MCSE)

Microsoft Certified Trainer (MCT)

Certified Internet Webmaster (CIW) Instructor

Certified Technical Instructor for Java Programming