

CARLOS S. MARTINEZ

PROFESSIONAL SUMMARY

Brandon Hall award winning eLearning Development and Design Consultant with over 25 years of expertise in creating engaging, results-driven learning solutions. Adept at using instructional design methodologies like ADDIE and MAP-IT® to deliver training that enhances critical thinking and meets measurable business outcomes. Skilled in collaborating with diverse stakeholders and translating complex information into easy-to-understand, practical learning tools.

CORE COMPETENCIES

- **Instructional Design:** ADDIE, MAP-IT®, Kirkpatrick's Model, WCAG 2.1 compliance, case/scenario-based learning, competency-based education programs.
- **eLearning Tools:** Adobe Creative Suite, Captivate, Lectora, Articulate Storyline & Rise, Vyond, Camtasia, SnagIt.
- **LMS Administration:** Cornerstone, HealthStream
- **Multi-media Design:** Videos, podcasts, webinars, job-aids, infographics.
- **AI Innovation:** ElevenLabs, HeyGen, Envato®, CHatGPT, Google Gemini, Microsoft Copilot, and Storyline 360 AI Assistant.
- **Project Collaboration:** Cross-functional team coordination, client/vendor relations, SME partnerships.

PROFESSIONAL EXPERIENCE

CARDINAL HEALTH, INC. – HOUSTON, TX.
Sr. Consultant – eLearning Development & Design
May 2000 – October 2023

- Led the revamp of the “New Employee Experience” on-boarding program, enriching the on-boarding process and increasing employee retention and engagement.
- Partnered with business leaders and SMEs to design learning solutions for regulatory, clinical, and pharmaceutical audiences, driving organizational compliance and learning engagement.
- Designed and developed learning programs in collaboration with the American Society of Health System Pharmacists (ASHP), ensuring competency-based and accredited continuing education for acute-care pharmacists and pharmacy technicians.
- Developed targeted eLearning programs for U.S. Drug Enforcement Administration (DEA), United States Pharmacopeia (USP) chapter: 795, 797 & 800 and state pharmacy board regulations improving adherence to national compliance standards.
- Created eLearning tools in line with accreditation requirements from the Centers for Medicare & Medicaid Services (CMS), The Joint Commission (TJC), Det Norske Veritas (DNV) focusing on patient safety and regulatory compliance.

EDUCATION AND CERTIFICATIONS

- **G.W. BRACKENRIDGE HIGH SCHOOL – SAN ANTONIO, TX.**
- **DEVELOPMENT DIMENSIONS INTERNATIONAL (DDI) – FACILITATOR CERTIFICATION**
- **BIRKMAN INTERNATIONAL – CONSULTANT/FACILITATOR CERTIFICATION**
- **iSPEAK, INC. "CORPORATE OVATIONS" – PROGRAM FACILITATOR CERTIFICATION**
- **NETSPEED LEARNING VIRTUAL – VIRTUAL FACILITATOR CERTIFICATION**

PORTFOLIO

Explore samples of my instructional design work: www.carlosmartinez.design