Hacene Zennia

Rockville MD 20852

202-460-0191 | hzennia@gmail.com | www.zenniastudio.com | LinkedIn | Citizenship: USA

eLearning Developer | Multimedia & Graphic Designer

Design and develop e-Learning courses and quizzes using Articulate Storyline 360, Articulate Rise 360, Camtasia, and Adobe Photoshop. Work effectively with Instructional System Designers and SMEs to produce eLearning materials and online training courses. Key specialties include:

- **e-Learning Development:** Online Training Courses, quizzes, and Computer-based Training. Deploy courses on a Learning Management System (LMS) (Workday, Pathlore).
- **Instructional Design:** Work closely with SMEs on Storyboards, scripts, and narration.
- **Video & Audio Production and Post-production**: Online and mobile video production; broadcast video production; audio production with multiple formats.
- **Graphic & Web Design:** All print materials, online graphics, digital art, and SharePoint site design.
- **SharePoint Design and Development**: Create SharePoint sites and online content. Deploy training videos and other training materials.

Technical Skills

E-Learning Training Courses | Media Producer | Scriptwriting | Camtasia | Workday Learning | Audio Recording | Articulate 360 | Articulate Storyline | Articulate Rise | Adobe Creative Suite | Photoshop | Illustrator | Premiere | Project Management | Agile Methodologies | Storyboarding | Storytelling | Multimedia | Graphic Design | Logo Design | User Interface Design | Instructional Design Methodologies (ADDIE) | Narration | Animation | Vyond Animation Software | Creative Writing | Editing | Video Production | Video and Audio Editing | Microsoft Office

Work Experience

GEICO   **November 2010 – September 2023**
e-Learning Developer/Instructional Designer
Design and develop e-Learning courses and quizzes using Articulate Storyline, Articulate Rise, Camtasia, Vyond, and Adobe Photoshop. Export courses as SCORM packages (zip files). Upload courses (zip) to a Learning Management System (LMS) and add them to GEICO associates' curriculums. Produce Premiere, Camtasia, and Vyond videos for training thousands of GEICO sales, service, and claims agents.

- Design and develop web sites for GEICO's intranet on SharePoint Online (SPO) platform.
- Record audio narration and edit audio files to use in multiple multimedia projects, e-Learning courses, and Vyond videos.
- Create course records, campaigns, and reports on Workday Learning Management System (LMS).
- Reduced the learning time for new hires by 50%, by creating concise training courses and videos, and bite-size microlearning materials.
- Developed courses that reached more than 10,000 users (agents) through LMS campaigns.

Computer Technology Services, Inc. (CTS) Rockville, MD   **November 2006 - August 2010**
Multimedia Designer/Developer
Clients: NIH, DHHS, NSF, FDA, SBA, GAO.
Designed and developed online tutorials, computer-based training courses, websites, animations, newsletters, poster campaigns, audio and video productions, print and web graphics.

- Designed and developed web sites and eLearning courses for NIH.
- Designed and printed a poster campaign for NIH.
- Transcribed training videos for FDA.
- Produced learning videos for NSF.

zilart! Creative, Kensington, MD   **September 2005 - October 2006**
A Multimedia Design Company.
Multimedia Designer/Developer
Work: Corporate Identity and Marketing Campaigns.
Design and development of multimedia products for corporate and government clients in the Washington DC area.

- Products include websites and print designs for businesses, including booth installation design, banners, and pamphlets.
- Logo and print design.
- Digital advertisement banners.
- Direct mail advertisement design.
- Online website banner animations.

Education

Master of Arts in Film and Video, American University, Washington, D.C.
Coursework in Film and Video Production, Video Journalism, Script Writing, Social Documentary, Non-Linear Editing.

Bachelor of Science in Multimedia, Graphic Design and Development, American University, Washington, D.C.
Coursework in Print Design, Web Design and Development, HTML, Dreamweaver, Director, Flash, Photography, Video and Sound Editing.

Certificate Program in Computer Graphics, Corcoran School of Art, Washington, D.C.
Coursework in general desktop publishing, logo design, newsletter design and layout, photo modification, scanning.

Language

Fluent in English and French. Beginner in Spanish.