

BRANDY GRAVELY

Instructional Designer • Graphic Artist

www.brandygravely.com



EXPERIENCE

General Nutrition Center (GNC) • Senior International Training Specialist

GNC Corporate Headquarters, Pittsburgh, PA | November 2019 - July 2020 (9 months)

- Conduct a Needs Analysis on existing training procedures and knowledge base
- Create a standard global training process and annual curriculum
- Identify gaps and create training and facilitation guides to address learning opportunities
- Implement and facilitate customized Train-the-Trainer sessions
- Consistently utilize adult learning principles and design thinking to strategically improve training processes
- Leverage internal teams and resources to best support international markets
- Develop relationships with market managers and trainers; educate my team on learning methodologies
- Support the Communications and Operations Manager in ongoing and new tasks and initiatives

General Nutrition Center (GNC) • Instructional Designer/Product Training Specialist

GNC Corporate Headquarters, Pittsburgh, PA | September 2018 - November 2019 (1 year)

- Establish relationships with SME's to understand market needs and ensure training assets are timely and relevant
- Conduct analysis to determine if training assets or other alternative solutions would best achieve business goals
- Create storyboards focused on training objectives which emphasize learning methodologies and design thinking
- Analyze past training processes to identify successful elements and reuse/re-purpose assets as needed
- Improve existing format of eLearning courses by streamlining information and utilizing new tools and software
- Increase learner engagement by creating strategic scenarios, graphics, and animations
- Establish an accessible library of assets and enable access to all relevant administrators and stake holders

Uber Advanced Technology Group (ATG) via Adecco • Interactive Learning Specialist

Self-driving Technologies, Mapping, and Vehicle Safety, Pittsburgh, PA | November 2016 - September 2018 (1.3 years)

- Train new employees on unique tools during the on-boarding process
- Create training and documentation materials, presentations, and systems
- Management and documentation of problematic tasks
- Meta Audit, Human QA, and Test and Release work to ensure labeling standards and drive processes

Snap Forward • Web Designer/Digital Marketing Assistant

Digital Marketing, Web Design and IT Management, Pittsburgh, PA | February 2016 - August 2016 (6 months)

- Design and build websites using WordPress (Theme customization via shortcodes)
- Create and publish weekly videos
- Plan and execute company functions and events

Ricoh, USA • Graphic Designer/Client Relationship Manager

PNC Corporate Print/Design Center, Pittsburgh, PA | August 2013 - February 2016 (2.5 years)

- Establish and grow PNC corporate client relationships throughout the US
- Train PNC users on software, multi-function devices, digital white boards, and projectors (locally and remotely)
- Design and facilitate production for specialty projects which were previously not possible

AIM Gifts • Graphic Artist

Wholesale and Retail Gift Company, Pittsburgh, PA | March 2008 - August 2013 (5.4 years)

- Conceptualized and design new products, assist in manufacturing/ordering products, photograph merchandise, design e-mails, web graphics, catalogs and other materials

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EDUCATION

Bachelor of Science, Graphic Design

The Art Institute of Pittsburgh | 2006

CERTIFICATES & RECOGNITIONS

2020 Training Conference • **The Gamification of Learning: Level 1 Certification** | Sententia

2018 • **Articulate Storyline 360: Increasing Learner Engagement Certification** | Lynda.com

2018 • **Web Programming Foundations Certification** | Lynda.com

ADVANCED SKILLS

- Articulate
- Captivate
- Illustrator
- Photoshop
- InDesign
- Google Suite
- Microsoft 365
- Storyboarding
- Project Management
- Needs Analysis

SKILLS

- Premiere Pro
- After Effects
- OBS
- Vimeo
- YouTube
- WordPress
- Wix
- CSS
- HTML

ADDITIONAL EXPERIENCE

Bubble & Hatch • Graphic Designer

Marketing Strategy Company (Remote) | July 2020 - Present

- Design of marketing materials and animations

Rudy's Subs • Graphic Designer

Sandwich Shop (Pittsburgh, PA) | August 2014 - May 2019

- Store branding, Design of marketing materials, store collateral, food illustrations

Rhiza • Graphic Designer

Data Analytics Company (Pittsburgh, PA) | November 2015 - June 2016

- Design of white papers, blog layouts, illustrations

YMCA • Graphic Designer

Pittsburgh, PA | June 2014 - September 2015

- Design of calendars, signs, brochures, event materials

VOLUNTEER OPPORTUNITIES

2020 • **COVID-19 Buddy** | Pittsburgh Cares

2019 • **Urban Farming** | Pittsburgh Cares

REFERENCES

Maria Costanza • Former Manager at GNC International Communications | **412.477.5363** (Personal Cell)

Garrett Sweet • Former Manager at GNC US Training Department | **412.719.9203** (Personal Cell)

Courtney Bailey • Former Team Lead at Uber ATG | **570.274.7002** (Personal Cell)