Curt Zilbersher

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Senior Instructional Designer

Dynamic and results-oriented training specialist with over 20 years of experience across diverse sectors including technology, biopharmaceutical, healthcare, consumer retail, communications, transportation and finance. Proven track record in enhancing team capabilities and driving continuous improvement, with notable achievements such as a 25% reduction in content development time, a 35% increase in knowledge retention, and over 20% improvement in employee performance. Expert in developing training plans, curricula, e-learning modules, graphic design, and in conducting skills gap analyses to align L&D initiatives with business goals. Skilled in fostering stakeholder satisfaction through exceptional customer experiences and learning interactions. Adept at leveraging data analytics to evaluate program effectiveness and inform strategic enhancements. Committed to mentoring talent and leading high-performance teams towards organizational success.

Areas of Expertise

- Leadership Development
- Multi-Cultural Team Leadership
- Instructional Design & Curricula Development
- E-Learning Modules & Training Programs
- Strategic Planning & Implementation

- Cross-Functional Collaboration
- Learning Management Systems (LMS) & LCMS Administration
- Project Management
- Operational Efficiency & Process Optimization

- ADDIE, SAM & Agile Methodologies
- Stakeholder Relationships
- Training & Mentoring
- Cultural Awareness & Employee Value Proposition
- Data Analysis & Program Evaluation Customer Services

Technical Proficiencies

Articulate Storyline 360 | Articulate Rise 360 | Adobe Captivate | Camtasia | Vyond | iSpring Suite | Adobe Creative Suite | Affinity Designer | Photoshop | SumTotal LMS | Saba | Docebo | Cornerstone OnDemand | Blackboard | Moodle Workplace | TalentLMS | SCORM | AICC || Microsoft SharePoint | Notion | Digital Audio/Video editing tools | MS-Teams | ChatGPT 4 | Google Gemini | Prompt Engineering | Cornerstone OnDemand | LLM AI Prompt Engineering | ChatGPT 4 | Google Gemini

Key Accomplishments

- **Leadership Development Programs:** Designed and launched a comprehensive national sales leadership development program, aligning with corporate leadership competencies and employee value proposition, resulting in a 20% increase in leadership effectiveness scores across the organization.
- **Onboarding Process Revamp:** Revitalized the company-wide orientation and onboarding process, integrating brand pride and cultural awareness initiatives, which decreased time-to-productivity by 30% and improved new hire retention rates by 25%.
- **Learning Technology Integration:** Led the selection and implementation of a new Learning Management System (LMS) that supported a 40% increase in course completion rates and enabled advanced tracking of learning outcomes and skills development.

Career Experience

Consultant & Lead Instructional Designer, Freelance/UniFirst Corporation, Wilmington, MA   **Aug 2019 – Present**

Spearheaded the development of a comprehensive style guide for a high-profile ABS project within a dynamic 12-member team, streamlining the creation of training guides, documents, classroom, and e-learning modules. Collaborated with SMEs, business analysts, and UniFirst leadership to strategically develop an Accounts Receivable (AR) curriculum, enhancing organizational financial processes and knowledge. Played a crucial role in elevating the L&D team's capabilities by mentoring junior instructional designers, significantly improving their proficiency in design processes and protocols.

- Manage Articulate Review course library with complete version control and updates, maintaining 100% content accuracy.
- Designed and launched an interactive training curriculum for sales partners, reducing onboarding time by 25% and boosting performance by 20%.
- Led SMEs and regional managers to develop a micro-training video library, increasing partner engagement by 35% and decreasing help desk calls by 40%.

Owner & Chief Learning Strategist, Boston Learning Solutions, Hull, MA   **Aug 2008 – Present**

Led collaboration with multiple international technical project development teams to design, develop, and launch cloud-based training programs across various consumer groups and market sectors. Spearheaded the creation and rollout of competency-based training modules and integrated gamification strategies to enhance engagement. Utilized data analytics to refine instructional and mobile learning content, expanding the curriculum portfolio.

- Revamped classroom and blended learning models, establishing clear learning objectives and KPIs, significantly enhancing curriculum alignment and assessment methods.
- Boosted user satisfaction by 35% and content engagement by 15% through analytics-driven optimizations, focusing on prescriptive, solutions-based content enhancement.
- Reduced training costs by 27% by strategizing, planning, and implementing targeted training materials for channel partners, healthcare experts, and sales associates, leading to continuous program improvement and effectiveness.

Director of Operations – Program Strategy, Worldwide, George P. Johnson, Boston, MA   **Oct 2007 – Dec 2008**
Initiated the development and execution of a global knowledge management program at George P. Johnson, bolstering strategic alignment and operational efficiency across international teams. Spearheaded the integration of training programs, curricula, and deployment methods, enhancing knowledge retention and employee proficiency.

- Global Strategy Initiative: Launched an innovative, global program strategy for practice knowledge management, leading to a 20% increase in meeting strategic objectives and enhancing project timelines, demonstrating global strategic planning and execution.
- MOOC Development and Engagement: Managed the development of a MOOC, leveraging company training assets, achieving a 30% increase in engagement and a 25% reduction in training costs, showcasing innovation in learning delivery and cost efficiency.

E-Learning Manager, Tweeter Home Entertainment, Canton, MA   **Oct 2005 – Oct 2007**
Partnered with category managers to enhance training collateral, leveraging Articulate Storyline, including e-learning modules.

- Blended Learning Curricula Development: Coached trainers in implementing blended learning curricula for diverse roles, leading to a 20% improvement in employee competence and a 15% increase in sales performance, highlighting your ability to design and implement effective learning solutions.
- LMS and LCMS Management: Configured and maintained the Outstart Evolution LMS and LCMS, resulting in a 25% reduction in system downtime and a 20% improvement in system performance, demonstrating technical proficiency in learning technology management.

Manager of User Documentation, Bose Corporation, Framingham, MA   **Oct 2003 – Oct 2005**
Led the technical documentation team at Bose Corporation, integrating user documentation processes with product development schedules to optimize project timelines and enhance team performance. Collaborated closely with product marketing to define project scopes and develop technical briefs, ensuring alignment with marketing objectives.

- User Documentation Integration: Worked closely with program managers to integrate user documentation development processes, achieving a 20% reduction in project delays and enhancing team performance, reflecting strong collaboration and project management skills.
- Quality Improvement in Technical Documentation: Directed a team of technical writers and illustrators to a 30% increase in content quality, showcasing leadership in producing high-quality learning materials.

Director of Content Development, Imedlink, Bethesda, MD   **Nov 2001 – May 2003**

- Directed development and execution of innovative web-based learning solutions for undergraduate nursing students, enhancing educational engagement and knowledge retention. Collaborated with a multidisciplinary team of content managers, instructional designers, and medical illustrators to deliver SCORM-compliant training programs.
- Online Learning Solutions for Healthcare Education: Directed the development of interactive, web-based learning solutions for nursing students, resulting in a 25% increase in student engagement and a 20% improvement in knowledge retention, illustrating your impact on healthcare education through innovative learning solutions.
- Strategic Marketing Initiatives: Accelerated strategic marketing initiatives, leading to a 30% increase in course enrollment and a 25% improvement in revenue from international programs, showcasing your ability to effectively market and commercialize educational programs.

Education

Master of Arts in Education (MA), The University of San Francisco, San Francisco, CA
Bachelor of Arts in English – Technical Writing, The Pennsylvania State University, San Francisco, State College, PA

Licenses & Certifications

Certificate of Specialization in Architecture, The Pennsylvania State University

Training

Six Sigma Black Belt Training, LinkedIn
Total Quality Management (TQM), AT&T

Languages

English: Native | **Japanese:** Conversational

Affiliations

Presenter, Association for Talent Development (ATD), 2021
Presenter, Institute for Human Resources (HR.com), 2019
Member & Contributor, The eLearning Guild, 2010 – 2023
Owner & Moderator, SuperMoms Network (LinkedIn Group), 2009 – Present
Owner & Moderator, Next Gen AI Learning (LinkedIn Group), 2008 – Present