

# MATT BAUM

UX & MULTIMEDIA DESIGNER/DEVELOPER

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## OBJECTIVE

**Talented cross-platform interactive designer/developer seeking a challenging leadership position.**

## PROFILE

- Expertise in digital learning strategy and technologies: SCORM, CSOD, Captivate, etc. (10+ yrs)
- Proficiency in key languages: HTML5, Javascript/jQuery, C++, SQL, etc. (11+ yrs)
- Mastery of Adobe product suite: Photoshop, Illustrator, InDesign, Premiere, etc. (12+ yrs)
- Specialization in UX design with keen instinct for innovative web/graphic design (7+ yrs)
- Well-versed in agile methodologies, instructional design principles, and needs/gap analysis
- Passion for process improvement, strategic planning, and innovation
- Leadership experience on global initiatives for multiple Fortune 100 companies
- Skilled communicator, adept at managing diverse project teams through personal influence

## EXPERIENCE

**Global Learning & Development**, The Coca-Cola Company

Atlanta, GA

*Global L&D Manager, Multimedia & Learning Operations* (2016 - 2020)

Strategic leadership role shaping Coca-Cola's digital learning strategy, shepherding the Coca-Cola U brand, and designing global processes in support of the Coca-Cola learner experience.

### Technologies:

- |                       |               |              |                     |
|-----------------------|---------------|--------------|---------------------|
| • Cornerstone         | • Storyline   | • InDesign   | • SharePoint        |
| • HTML                | • Elucidat    | • Premiere   | • Responsive design |
| • Javascript (jQuery) | • Flash (AS3) | • Audition   | • Mobile app design |
| • SCORM, xAPI, LRS    | • Photoshop   | • AcroForms  | • Wireframing       |
| • Captivate           | • Illustrator | • Salesforce | • A/V Engineering   |

### Key Accomplishments:

- *Coca-Cola U Digital Strategy* (2016 - 2020) - Led a three-person administrative team, "dotted-line" led a globally diverse team of roughly 15 L&D specialists, and partnered with roughly 20 functional capability leads, all in support of The Coca-Cola Company's online university, Coca-Cola U. Was personally responsible for determining how emerging learning technologies and platforms were integrated into the Coca-Cola U ecosystem and provided strategic direction to team members on daily operational activities. Partnered with Harvard, Cornell, LinkedIn, and many more to integrate their content libraries into CCU. Continuously evolved the platform to enable learners to curate their content and take advantage of machine learning recommendations to quickly reach the offerings relevant to them. Established and socialized Coca-Cola's first official Digital Learning Strategy.
- *Cornerstone Playlists* (2020) - Led the configuration and launch of user-curated playlist functionality within the Cornerstone LMS. In addition to the configuration itself, created the marketing/training materials and a variety of sample playlists, including a meta playlist on how to create playlists. Self-shot and edited the short-form video content for that series in a YouTube style to further illustrate how playlists could empower user-generated content, a key pillar of CCU's Digital Learning Strategy.

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- *LinkedIn Learning Implementation* (2019 - 2020) - Led the integration and deployment of LinkedIn Learning courseware within Coca-Cola's learning ecosystem. Was personally responsible for configuring the SAML/xAPI integrations, restructuring Coca-Cola U's catalog to take a skill-based approach, hand-selecting and aligning LIL content to key skill areas, refining LIL course descriptions for Coca-Cola relevancy, and creating a marketing strategy, which included crafting the material messaging and defining the look of success.
- *Coca-Cola U Digital Classroom* (2019) - Served as the digital lead on a three-person project team to implement an extension of a Harvard solution for distance learning. Unlike Harvard, which focused solely on virtual participants, the CCU Digital Classroom blended physical and virtual participants in a highly engaging classroom cohort experience. Leveraging a unique physical space equipped with specialized camera technology, virtual participants felt as if they were actually in the classroom, allowing facilitation of more intensive, discussion-oriented content. Was personally responsible for advising on the classroom technology and designing the online cohort experience, which emphasized self-study and social learning for class "homework."
- *CCU School Pages & Functional Competencies* (2017) - Designed and developed the CCU School Pages, customized in Cornerstone to feature each Functional School's personalized CCU brand and streamline associate access to their School's development strategy and curriculum offerings. Created companion Competency Task Pages in support of each School's functional competency model and corresponding assessments.
- *CCU System Partners Learning Platform* (2017) - Led the design, configuration, and process implementation for the System Partners Learning Platform, a learning solution that provides Coca-Cola's external partners (bottlers, contingent workers, etc.) with development opportunities.
- *CCU Learning Platform Migration* (2016) - Led a three-person project team responsible for migrating Coca-Cola Company from the SAP LSO to Cornerstone OnDemand, internally re-branded as the CCU Learning Platform. Personally responsible for determining configuration strategy, brand execution, and process design/implementation in support of the CCU LP. Produced the "Coca-Cola U Handbook," part white paper and operations manual, covering the CCU approach and philosophy as well as process details for key L&D services. Coordinated manual content migration in partnership with the functional capability leads.
- *Coca-Cola University Visual Identity & eLearning Standards* (2016) - Partnered with Global L&D's graphic designers to establish visual identity and eLearning standards documentation. Executed standards communication plan and built instructional design/digital consultation touchpoints into Global L&D routines with functional capability leads and other content owners.

**Learning & Development, Coca-Cola Refreshments**

Atlanta, GA

*Learning Manager, Multimedia & Visual Design* (2015 - 2016)

Leadership role managing a team responsible for the creation of media-rich learning solutions.

*Elearning & Multimedia Developer* (2009 - 2015)

Creative design/development position creating cross-platform applications and multimedia solutions.

Technologies:

- |                       |             |                  |                   |
|-----------------------|-------------|------------------|-------------------|
| • HTML                | • InDesign  | • AcroForms      | • SQL             |
| • Javascript (jQuery) | • Premiere  | • LiveCycle      | • Web services    |
| • Flash (AS3)         | • Audition  | • SharePoint     | • Storyboarding   |
| • Photoshop           | • Captivate | • SuccessFactors | • Wireframing     |
| • Illustrator         | • XML       | • SumTotal       | • A/V Engineering |

Key Accomplishments:

- *Team Process/Standards Improvement* (2010 - 2016) - Responsible for standardizing, documenting, and creating a number of team processes for both the Multimedia & Visual Design (MMVD) team and broader Talent & Development (T&D) organization including, but not limited to: the MMVD team work queue process, the MMVD team weekly Creative Share, the T&D team intake process, the T&D team Project Tracker, the T&D Client Feedback Survey, T&D web analytics reporting, and a slew of best practice documents on the creation of multimedia deliverables. Continuously work to adapt creative agency-inspired structure and methodologies.
- *LMS Migration* (2015 - 2016) - Technical lead on the CCR L&D migration from SumTotal Pathlore to SuccessFactors LMS. Advised on requirements, partnered closely with IT through implementation, and led course content migration.
- *Career Formula* (2014 - 2015) - Re-branded CCR T&D web portal for usability, increasing overall site traffic and completely eliminating navigation-related support tickets. Led front-end design of partner "Learning Library" web app and role-based curricula integration. Also led "Career Formula" migration from Sharepoint to Adobe Experience Manager.
- *Refreshing Start* (2014) - Wireframed and guided vendor development of "Open Possibilities" Pre-boarding website and produced a historical impact video as part of new global onboarding program. Both have received rave reviews from stakeholders, facilitators, and participants.
- *HeRe! Team Animated Series* (2011) - Created animated ten episode mini-series addressing the top ten CCR manager FAQs in order to reduce HR Support call volume.
- *Various training solutions* (2009 - 2016) - Visual/UX Design & Development Lead on numerous large-scale training delivery websites, educational videos, interactive forms, and elearning courses in support of various associate subsets, positively impacting organizational effectiveness within CCR Sales, Customer Care, Product Supply, and HR functions.

**Lotus Technical Support**, IBM Corporation Atlanta, GA  
*L2 Support Engineer* (2007 – 2009)  
Remote support position debugging/maintaining the Lotus eLearning and Quickr products.

Technologies:

- |             |              |                |        |
|-------------|--------------|----------------|--------|
| • Java/J2EE | • Javascript | • Lotus Quickr | • DB2  |
| • HTML      | • Struts     | • eLearning    | • LDAP |

Key Accomplishments:

- *iRetain* (2008 - 2009) - Co-developed internal Java application to collect division metrics and provide reporting, increasing efficiency and collaboration among Lotus support teams.

**EDUCATION**

**Florida Institute of Technology**, Melbourne, FL  
Master of Science degree, August 2006 in Computer Science  
Research Area: *Computer vision and machine learning*

**Hamilton College**, Clinton, NY  
Bachelor of Arts degree, May 2003 in Computer Science  
Senior Thesis: *"The Creation of Hybrid and Modified Occlusion Culling Algorithms to Accelerate Visibility Testing in the 3D Graphics Pipeline"*

**RECOGNITION**

CCR Talent & Development Team "The Wikipedia Award of 2015," recipient  
CCR Talent & Development Team "Most Creative Solution of 2014," co-recipient  
Coca-Cola's "125 Days of Summer/Celebrating You!" campaign, nominated/profiled

**DEVELOPMENT**

- CreativeMornings/Atlanta (2014 - current)
- LUMA Human-centered Design Certification (2019)
- Scrum Master Certification (2017)
- Industry websites - Smashing Magazine, StackOverflow, W3Schools (2006 - current)
- FranklinCovey: 5 Choices to Extraordinary Productivity (2015)
- Fierce, Inc.: Fierce Conversations (2014)
- BlessingWhite: Managing Personal Growth (2012)
- ROI Institute: Proving the Value of HR: How and Why to Measure ROI (2010)

**ACTIVITIES**

**Keyboardist**, synthwave band  
**Writer/Animator**, various personal projects  
**Gamer**, video game nerd and Twitch/YouTube streamer  
**Athlete**, casual cyclist and former varsity crew team coxswain/captain