

LAURA SEHDEVA

25 LEROY PLACE #315 • NEW ROCHELLE, NY 10805
EMAIL LAURASEHDEVA@GMAIL.COM • PHONE 718.360.8857
WWW.LAURASEHDEVA.COM

SUMMARY

- Experienced eLearning and instructional design professional and team leader.
- Focused on optimizing work processes for maximum productivity.
- Motivated by working with others at all levels of a dynamic, high-energy organization.
- Passion for helping others build on their strengths to grow and develop in their careers.
- Firmly grounded in sound instructional design methods, cognitive science, and adult learning theory; M.A. in Educational Communication and Technology from New York University.

TECHNOLOGY

- Authoring Tools: Adobe Captivate, Adobe Dreamweaver, Altova Authentic, Articulate Engage/Presenter/Quizmaker
- Training Standards: SCORM, Section 508
- Other Applications: Microsoft Office Suite, Microsoft Access, Adobe Photoshop

EXPERIENCE

Independent Instructional Design Consultant, New Rochelle, NY ***January 2009–present***

- Design and develop online and blended learning solutions.
- Projects have included
 - developing classroom training, job aids, and eLearning for users of a new flight booking system (JetBlue Airways).
 - consulting with new users of Adobe Captivate (Creative 4 Media).
 - creating online tutorials for users of a web-based banking system (Federal Home Loan Bank of New York).

JetBlue Airways, Forest Hills, NY

July 2004–November 2008

Learning Solutions Manager *(May 2007–November 2008)*

- Managed a group of nine team members responsible for designing and developing eLearning courses, online job aids, instructional video, and print courseware used to train JetBlue employees in all areas of the operation.
- Provided leadership support for classroom-based computer application training.
- Ensured quality, timeliness, and instructional effectiveness of products produced by Learning Solutions team.
- Ensured that online training was successfully integrated with Learning Management System (LMS).
- Educated internal clients about capabilities, products, and services offered.
- Provided coaching and professional development support to team members.
- Championed exploration and implementation of new technologies to facilitate training at JetBlue.

Learning Solutions Supervisor *(June 2005–April 2007)*

- Responsibilities as Learning Solutions Supervisor similar to those listed above under “Learning Solutions Manager.”

Courseware Developer *(July 2004–May 2005)*

- Designed and developed interactive, online courses used to train JetBlue employees.
- Projects included a regulatory dangerous goods eLearning course for all operational employees and an online component of a blended recurrent training course for flight attendants.
- Managed eLearning projects from initial needs analysis through design, development, and implementation phases.
- Managed third-party vendors.
- Collaborated with subject matter experts to ensure appropriateness and accuracy.
- Authored courses in Flash and HTML for deployment via a Learning Management System (LMS).

Cicatelli Associates Inc., New York, NY

August 2002–June 2004

Instructional Designer

- Developed online courses for health care and crime victim services professionals.
- Designed user-friendly interfaces and navigation systems.
- Coordinated work of staff from collaborating agencies to ensure that project tasks—including needs assessment, literature review, advisory committee meetings, design, development, beta testing, and revision—were completed on schedule.
- Designed and maintained organization's website, seven individual project websites, and secure online store.
- Edited curricula, brochures, and marketing materials.

Routledge/Taylor & Francis, New York, NY

April 2000–July 2002

Project Editor

- Managed the development and editing of reference works in literature, history, religion, anthropology, music, and philosophy; responsible for approximately five volumes per year, each containing 100–500 signed articles.
- Worked with academic advisers to ensure that content was thorough, balanced, accurate, and appropriate.
- Designed databases used by reference department to track the progress of hundreds of manuscripts through the stages of production.
- Developed style specifications for each project; edited manuscripts for style and content.
- Supervised a team of freelance copyeditors, proofreaders, interns, cartographers, and art researchers—approximately ten people per project.
- Successfully budgeted for expenses related to freelance work.

Charles Scribner's Sons, New York, NY

August 1996–March 2000

Associate Project Editor/Assistant Editor/Editorial Assistant

- Promoted three times in less than four years.
- Responsibilities as Associate Project Editor similar to those listed above under "Routledge/Taylor & Francis."

EDUCATION

**M.A. in Educational Communication and Technology
New York University, New York, NY**

September 2000–December 2002

- Coursework focused on instructional design, cognitive science, and multimedia/web authoring.

**B.A. in English Literature
Swarthmore College, Swarthmore, PA**

September 1992–June 1996

- Coursework and extracurricular activities focused on literary criticism, writing, religious studies, theater, and music history and performance.

ADDITIONAL INFORMATION

- Graduate of JetBlue's Principles of Leadership (POL) training program.
- Member of the American Society for Training & Development (ASTD).
- Member of the Junior League of Westchester on the Sound. Chair of Training Committee.
- Editor of "Double Vision," the newsletter of the Lower Westchester Mothers of Multiples club (LWMOM).
- Relevant published article: "Take to the Skies... with Captivate & Flash," MX Developer's Journal, Vol. 3, Issue 3, March 31, 2005, with Chip Moeser.