

DANIIL L. BABAEV

QUALIFICATIONS

Instructional Design – eLearning – Performance Improvements – Project Management

Conscientious, results-focused professional with outstanding analytical abilities and very strong work ethic. High-level consulting experience for Fortune 500 companies in instructional design, development and implementation as well as in process improvement solutions on mission-critical projects and initiatives. Stellar and advanced academic credentials from top MBA school and commitment to ongoing professional development. Articulate team player with excellent interpersonal abilities and professional demeanor, with proven track record of conveying highly complex materials and concepts to non-technical audiences and end users. Fluent in English and Russian, seamlessly adaptable to a range of foreign business protocols and cultures, with a global perspective on business, economics and comparative political systems. United States Citizen.

KEY ACCOMPLISHMENTS

- Managed the design, implementation, and launch of *MetLife's* "Social Security Decision Tool" featured in "The Best Decision Tool 2009," *CNN Money magazine*
- Designed and developed for medical device company *Ethicon Endo-Surgery*, entire physician-teaching curriculum in Flash, consisting of nine modules on an array of advanced technical procedures
- Increased *Pepsi-Cola's* efficiency to introduce products to the market through redesign of the multi-product Field Ready process and migration to a user-friendly intranet site
- Conceived, executed and implemented for *Janus Capital Group* internal training program to enhance eBusiness channels to provide user-friendly information and content to individual investors with an emphasis on strategic goals to shift its business, investors, and systems towards web-based transactions
- Engineered online management training system for high-end real estate firm *Archstone-Smith*, enabling participants to receive instrumented feedback on application of 34 success behaviors.

PROFESSIONAL EXPERIENCE

METLIFE, INC., New York, NY

2006–2009

Senior Consultant

- Designed and developed Vignette content management application (CMA) eLearning course, simulations, and assessment to replace weekly, one-day, instructor-led training program
- Updated and rewrote a 168 page CMA user manual based on input from the Corporate eBusiness and Information Architecture teams, then converted it to an eLearning format
- Managed the design, implementation, and launch of "Income Annuities Guide" featured in "The Best List 2008," *Kiplinger's Personal Finance magazine* (Dec. 2008)
- Conducted monthly classroom and WebEx training sessions on a variety of web development topics, including search engine optimization, internet marketing, multimedia and web usability and compliance
- Led creation and implementation of engaging online decision tool that illustrates to users the important facts about life expectancy and Social Security income
- Developed detailed documentation for eLearning projects, including scripts, storyboards, user scenarios, simulations, assessments, and business requirements documents
- Conducted interviews and work sessions with business users to define business requirements for new eLearning and web tools
- Led all phases of project management, including project plans, estimates, scope of work documents, risk assessments, specifications, schedules, and budgets
- Defined methodology for management of eLearning projects by creating and leading internal Project Management Office

PROFESSIONAL EXPERIENCE

PERFORMANCE SYSTEMS, INC., Boston, MA

1999–2004

Senior Instructional Designer

- Teamed with top surgeons for medical-device client using extensive testing and laboratory practice to design and develop online training programs on laparoscopic surgery.
- Designed, developed and managed an Intranet-based manufacturing process portal for a major consumer products company to ensure consistent procedures across all manufacturing facilities, resulting in easily updated and consistent process applied across company's 80-plus locations.
- Accelerated e-commerce migration by co-designing and building an interactive, instructor-led, and web-based training program
- Provided mid- and senior-level managers with faster and more accurate decision making data through the design and development of a 360-degree feedback system
- Played key role on numerous successful consulting projects for Fortune 500 clients, all of whom reported results such as increased sales, decreased costs, improved productivity and operations, better communications and management decision-making.
- Created and implemented several pioneering methods to connect instructors, participants, materials, activities and feedback.
- Collaborated and led meetings with clients across North America, South America, Europe, and Asia.

HARBOURVEST PARTNERS, LLC, **Finance Intern**, Boston, MA (2005–2006); STOP & SHOP SUPERMARKET COMPANIES, **Technology Intern**, Quincy, MA (2005–2006); and MASSACHUSETTS OFFICE OF THE ATTORNEY GENERAL, **Consumer Complaint Mediator**, Boston, MA (1998–1999)

EDUCATION

BOSTON UNIVERSITY, Boston, MA

Master of Business Administration (2006)

Master of Science, Information Systems (2006)

- Elected by MBA student body to serve as MBA Council's Vice President of Marketing
- Recipient of prestigious Boston University MBA Community Contribution Award, Outstanding Service Award, and Dean's Achievement Scholarship based on 3.5 GPA (2006)

EMERSON COLLEGE, Boston, MA

Bachelor of Science, Communications, Magna Cum Laude (1999)

- Inducted into Golden Key Honor Society based on 3.7 GPA and other College contributions

APPLICATIONS & PROGRAMS

- Strong working knowledge of industry-standard eLearning software: Captivate, Flash, Adobe Creative Suite 4, Articulate, Camtasia Studio, Axure RP Pro, SnagIt, WebEx, ForceTen, Blackboard
- Microsoft Office Suite, including Project and Visio; Tridion, Vignette, WordPress, Drupal, vBulletin, WebTrends, Google Analytics, Optimost, OpinionLab, AdWords, and AdSense
- XHTML, CSS, JavaScript, PHP, XML, SQL, ActionScript
- Windows NT, 2000, XP, and Vista; Mac OS X, Linux, and UNIX

OTHER CAPABILITIES

- Web design and marketing; blogging; video and audio editing; digital SLR photography