

# François Lopez

## Multimedia & eLearning Designer

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I have significant experience in all phases of eLearning and multimedia design and development: assessment and definition of customer needs; adult education and instructional design; multimedia design and visual design prototypes; interactive and ergonomic user interface design; web and multimedia integration including video and audio.

## EXPERIENCE

### E-Learning and Marketing Designer

#### Polygon Fire Protection Boisbriand, QC - October 2018 - March 2020

My main tasks were the instructional design and development of eLearning courses for the fire protection technicians to make sure that their inspections and repairs are compliant with Canadian standards. It included integration and multimedia computer graphics, sound design and implementation as well as video recording and editing.

My role was primarily to design courses for online broadcasts for the Polygon LMS (Moodle Base). This included the development from storyboards and flowcharts designed in collaboration with subject matter experts (SME).

### E-Learning Designer

#### Cognibox - Shawinigan, QC - April 2018 - October 2018

My main tasks were educational design and development of online learning courses for Cognibox customers (pharmaceutical, mining and industrial). This included multimedia integration and computer graphics, sound design and implementation.

### Multimedia and E-Learning Designer

#### Hewitt training- Centre Pointe-Claire, QC - May 2012 - May 2015

My main tasks were the instructional design and development of eLearning for adults. It included integration and multimedia computer graphics; sound design and implementation as well as video editing.

My role was primarily to design courses for online broadcasts for the Caterpillar LMS. This included the development from storyboards and flowcharts designed in collaboration with subject matter experts (SME).

### E-Learning Specialist

#### TD Insurance - Montreal, QC - April 2007 - September 2011

My role was to develop online training applications for insurance analysts that were beginning and for continuous raining. I was assisted by a team of content specialists with whom I worked closely to provide training in conformity with the financial market. I was also the Webmaster of the Intranet (Learning Center) the training and development department (human resources) and the LMS.

### Multimedia and E-Learning Designer

#### IsaiX Technologies - Montreal, QC - February 2002 - December 2006

I had to see that the design standards of our customers were met. I also had the task to develop and plan flowcharts. I was also proposing prototypes with a written summary of the functionality of each screen; such as buttons, external and internal links, interactivity and learning goals.

### Graphic designer and Multimedia Integrator

#### Vox Design and Communication - Montreal, QC-September 2000 - December 2001

I had the task of creating websites and updates. It also worked on documents for printing.

## As a contract freelancer

### Multimedia and E-Learning Designer

#### Vidéotron - Montréal, QC- June 2017 – Novembre 2017

My main tasks were the andragogic design; the design and development of online training; integration and computer multimedia graphics; the sound design and implementation as well as video editing. My role was mainly to design courses for online broadcasts in the Videotron's LMS.

## **Marketing Coordinator**

**Franses - Ville Saint-Laurent, QC – March 2017 – June 2017**

Update of the company catalog, web site. Maintain the graphic standards of the company. Design newsletters and advertising pamphlets. Marketing consultant. Visual presentations. Editing and video design. Sound design. Management of social networks.

## **Multimedia Designer**

**EXM - Blainville, QC- February 2016 – March 2017**

Updating the catalog and website according to the company's graphic standards. Design of newsletters and advertising pamphlets. Design of product images via the use of Showcase (3D). Marketing Consultant. Visual Presentations. Video editing and design. Sound design. Management of social networks.

## **Online training designer, integrator and multimedia graphic designer**

**RONA - Boucherville, QC - May 2015 - October 2015 (contract)**

My role was to design an online training on the new web payment method for employees of customer service. This included requirements analysis and design of the storyboard in collaboration with subject matter experts (SME).

## **Web site design**

**Camouest – Truck maintenance**

Web site presenting the company services specialized in heavy truck maintenance. Flash, Photoshop and Dreamweaver are the main software that I used.

## **EDUCATION**

### **BA in Visual Arts**

**University of Quebec in Montreal - Montreal, QC 1997**

**Professional Multimedia Diploma**

**Demers Institute - Montreal, QC 1999**

## **SKILLS**

Web developer; computer graphics designer; UX & UI designer; multimedia integrator; eLearning designer; instructional designer; desktop publishing; audio and video editing.

## **KNOWN SOFTWARES**

Articulate Storyline 360; Adobe Captivate; Adobe Animate; Dreamweaver; WordPress; InDesign; Photoshop; Illustrator; ProTools ; Audition; Premiere Pro; PowerPoint; Word; Acrobat Pro, Muse.

Windows et Mac.

## **MY MAIN ACHIEVEMENTS ACCORDING TO ENTERPRISES AND CONTRACTS**

### **Polygon (2020)**

[FireFlex VACTEC](#)

Online training on procedures to start-up the FireFlex VACTEC

**Technologies used:** Captivate, Photoshop, Illustrator, Premiere, PowerPoint, Word, Audition, Canon EOS 80D DSLR, Micro, Audition.

### **Vidéotron (2017)**

[Traitement d'une demande d'enquête de crédit](#)

Online training on this new procedure at Videotron.

**Technologies used:** Captivate, Photoshop, Illustrator, Premiere, PowerPoint, Word, Audition, Caméscope, Micro, Audition.

## **RONA (2016)**

### [Cliquez. Achetez. Ramassez en magasin.](#)

Online training on this new procedure at RONA.

**Technologies used:** Captivate, Photoshop, Illustrator, Premiere, PowerPoint, Word, Audition, Flash (Animate), Micro, Audition.

## **Hewitt Training Center (2012 – 2015)**

### [Trench Boxes Handling](#)

This training teaches how to safely manipulate trench boxes.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, Premiere, PowerPoint, Word, Audition, Camera, Microphone, M-Audio Interface (recording).

### [Employee Committees at a Glance](#)

Information on the Employee Committee and its goals.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

### [Update of the Forklift driver Training](#)

Update for the renewal of the certification as a professional Forklift driver.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, Premiere, PowerPoint, Word, Audition, Camcorder, Microphone, M-Audio Interface (recording).

## **TD Insurance (2007 – 2011)**

### [Résolution des problèmes des clients](#)

Online training site on how to solve customer problems. This course shows the methods used to correcting the main problems faced by customers in terms of their insurance policy.

Online training site on solving customer problems. This course shows the methods used to arrive at correcting the main problems faced by customers in terms of their insurance.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

### **Deontology**

Extract from the online training module on ethics within TD Insurance. It is an interactive virtual filing cabinet with all the necessary information on ethics in the insurance sector.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

## **IsaiX Technologies (2002 – 2006)**

### [ScotiaBank](#)

Online training site that allows the user to better understand the services offered by the bank in the mortgage business.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

### [Novartis](#)

Presentation of a reprint guide for the Novartis company and its product: Diovan.

I was the main developer and designer. Flash and ActionScript were used for the design and development of this highly appreciated tool. I was also the lead developer who updated and improve the reprint guide over a period of approximately one year while creating custom reprints for our customers.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

#### RBC - NFL

Developed for a CD, this interactive marketing presentation describes the services of the financial consultant Thomas A. Tourek who works for professional NFL players.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

#### **Vox Design & Communication (2000 – 2001)**

##### Vox Communication Intégrée

Design of the website presenting the multimedia services of this company.

I actively participated in the development, design, functionality, sound design and integration of multimedia component of the site.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word, SoundForge.

##### Iugo Ventures

Website presenting the services of this company specialized in venture capital. I had to make sure the functionalities, interactivity and usability of the user interfaces were efficient and user friendly.

**Technologies used:** Captivate, Dreamweaver, Photoshop, Illustrator, Flash, PowerPoint, Word.

##### Print and logo design

I designed several advertising pamphlets, corporate logos as well as notebooks and panels of presentations for "show cases" of the pharmaceutical industry.

**Technologies used:** Photoshop, Illustrator, InDesign.