CURRICULUM VITAE

Michael **Chad Schofield**

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Examples of work creativepool.com/chadschofield
Nationality British
Availability Immediate

Professional **Profile**

For more than 20 years I've helped organisations turn dense, regulatory content into learner-focused, engaging experiences. I've worked across financial services, aerospace and defence, and the public sector, with clients including NATO, RTX, the UK Home Office, Nationwide and Marks and Spencer, designing for segmented audiences and the technology infrastructure they're actually running, not the ideal version of it.

I bring a broad technical skillset across animation, video, audio, interaction design, and development. Along the way, I've contributed to several award-winning programmes, including most recently the **LPI Gold Award for People Development Programme of the Year** in collaboration with the UK Home Office.

Areas of **Expertise**

- Breaking down complex material and concepts
- Segmenting training into learning pathways
- Treating content to Tone of Voice and Style Guides (including GDS)
- Training Design
- Blended Learning
- eLearning
- ADDIE
- HCI
- Responsive design
- Branching Scenarios
- Scenario Led Training
- Interaction Design
- Interactive PDFs
- Immersive Video
- User Interfaces (UI)
- User Experience (UX)
- Document Creation and Maintenance
- Internal and External Relationship Management

Career **Summary**

NATO, Hybrid

Contract Content Developer, October 2025 to May 2026

- Enhancement and management of PowerPoint decks, facilitator scripts, workbooks and branded digital assets for delivery
- Struggling largescale transformation project moved through to success and conclusion
- Editing virtual recorded sessions reducing run-time by ~20% and enriching with cutaways, callouts and punctuation with motion graphics.

M365 | Premiere | Clipchamp | Photoshop | Audition | Viva Learning

RTX, Remote

Contract Multimedia Developer, April 2024 to October 2025

Greenfield project heavily involved in designing robust processes and templates for all digital training material, including Storyline.

Microsoft Office | Premiere | Rise | PowerPoint | After Effects | Photoshop | Saba LCMS

CDS (for UK Home Office), Remote

Contract Multimedia Developer, March 2024 to April 2024

Short term contract to resolve issues on a failing project building empathy for staff who are emotionally saturated. Suggested and made tweaks to script before utilising flat 2D assets to create active GDS-focused animation templates, AI voice acting workflows and accompanying music for an animation that was key to what went on to win LPI Gold Award.

GDS | Premiere | After Effects | Photoshop | PlayHT | Audition

FIS Global, Remote

Contract Multimedia Developer, October 2023 to March 2024

- Rapidly templating, creating and editing learning materials
- Filming of senior leaders, building up a series of video and audio content for use over 2024 and editing as talking heads pieces punctuated with motion graphics.

Microsoft Office | Premiere | Rise | PowerPoint | Gimp | Clipchamp | Photoshop | Saba LCMS

Key Technical **Skills**

- Microsoft Office
- Animation 2D and 3D
- Adobe Creative Cloud:
  - Photoshop 5.0-CC
  - Premiere Pro 1.5-CC
  - Audition CS1-CC
  - After Effects CS4-CC
  - Illustrator CS1-CC
  - InDesign CS1-CC
  - Captivate
  - Animate/Flash
- Image, Audio and Video Compression
- Articulate 360
- Storyboarding
- Camtasia Studio
- Sound Engineering
- SCORM 1.2, 2004 & xAPI
- HTML 4&5 (Hand Coding)
- Scripting and Editing Various Languages (Drupal, Expressions, PHP)
- Visualisation and BIM

Personal **Skills**

- Pro-active
- Problem Solver
- Solution Focused
- Hands-on
- Entrepreneurial
- Persuasive
- Analytical
- Goal Orientated
- Culturally Aware

Interests

- Film
- Music
- Driving and cars
- Playing football and golf
- Politics
- Watching football and rugby
- Cooking
- Architecture
- Computer games

Boeing Defence UK, Bristol

Contract Multimedia Developer, February 2022 to September 2023

Developing next gen technical training. Rescued a delayed project that was over budget and several months behind, and delivered it ahead of schedule.

- Utilising 3D models, video and 2D assets to create training content
- Liaising directly with SMEs and Instructors to produce best practice materials
- Created several time and cost saving processes, including localised automations
- Distributed work across the wider media development team to bring the project in ahead of schedule
- Monitoring of workloads, Quality Assurance (QA) and updating senior management with daily progress reports to ensuring we delivered on our deadlines.

Microsoft Office | Adobe Animate | HTML 5 | Photoshop | Illustrator | XD | eXact LCMS

Strategy To Revenue, (Fully Remote) Slough

Freelance Training Designer, May 2021 to January 2022

Working with a multi-disciplined international team designing, producing and editing localised sales training for DHL. My role was to enhance some of the drier content, conceiving and producing animations like The Dawn of Time a three-minute animation about barriers in communication, and how they've been around since the stone age.

Articulate Storyline 360 | Adobe Animate | Adobe After Effects | Premiere | Photoshop | Audition

Lloyds Banking Group, Bristol

Contract Training Design Lead, October 2019 to March 2021

- Working as part of an Agile Team developing a dynamic digital training tool
- Part of Commercial Banking Road to Recovery Team after working on a discreet Change Management project, which managed to retain over 95% at risk roles.

Microsoft Office | SharePoint | Photoshop | Camtasia | Audition | Paint

Nationwide, Swindon

Contract eLearning Designer, November 2018 to October 2019

Asked to return and redesign Nationwide's award-winning Vulnerable Customers that I worked on in 2017, as well as a number of branding projects which included videos and bespoke animated content.

Lectora | PowerPoint | InDesign | Photoshop | Camtasia | GoAnimate | Flash CS5 AS2 | Audition

Hutchinson 3G, Three (through IBM), Maidenhead

Contract Learning Designer, December 2017 to June 2018

Largescale technical Telco system change project Front and Backend, including SAP training.

SharePoint | Photoshop | Storyline 3 | Microsoft Office

Nationwide, Swindon

Contract eLearning Designer, February 2015 to September 2017

Key projects listed below:

- Award winning ApplePay
- Mortgages programme 2015/2016
- FlexStudent
- Award winning Vulnerable Customers

Captivate 6 | Lectora | PowerPoint | Photoshop | Premiere | After Effects | Flash CS5 AS2 | InDesign

Largescale house renovation August 2014 to February 2015

Directorships and **Management Responsibilities**

- Committee Member
  Slimbridge Cygnets YFC
  Dec '24 to Present
- U7s Football Coach
  Slimbridge Cygnets YFC
  May '24 to Dec '24
- Chairman
  Local football club (Div 1)
  Jun '15 to Jun '18
- Vice Chairman
  Local football club (Div 3)
  May '13 to Jun '15
- Weekly radio show, The Famous Fives
  Community radio station
  Jan '11 to Feb '14
- Board of Directors
  Community radio station
  Oct '13 to Feb '14
- Assistant Manager
  Local football club (Div 4)
  Jun 2015 to Jun 2018
- Finance Director
  Stone Manor Committee
  Jun '15 to Jun '18

Education

Teesside University,
Middlesbrough, 1997 to 2000
BA Creative Visualisation (Completed 2 years)
Won best animation of the year two years running

Oxpens College, Oxford, 1996 to 1997
A-Level Computer Science C
A-Level Media Studies B

Burford School, Oxfordshire, 1990 to 1996
3 A-Levels, Computer Science, Environmental Science and Geography
10 GCSE Passes including Mathematics and English

Courses

Blended Learning Diploma 2013
Gamification 2013

References

Excellent references can be obtained on request.

CM Group, Tortworth

Instructional Designer, April 2013 to August 2014

An eLearning company specialising in the authoring of SCORM/Tin Can compliant courses for clients in regulated and government sectors, using their own cross-device rapid development tool.

- Full ADDIE restructuring of a Microsoft partner training programme
- Clients worked with include: RBS, ACA, BAE, ATOS, CVQO and NBF.

HTML | CSS | Photoshop | JavaScript | Flash (AS2) | Audition CC | Premiere | Storyline | Camtasia

HealBee

Founder, January 2012 to March 2014

- Founded a post-relationship lifestyle website with a large emphasis on User Centred Design, the site delivers a dynamic path and content to users based on their unique situation, before allowing them to rate those external services used
- Delivered every step from concept, wireframing through to product
- Developed relationships and taxonomy with over 500 high street names
- Featured heavily in both national and international press
- Grew the company value to £350k, after sourcing an initial investment of £60k.

Drupal 7 (PHP) | CSS3 | Photoshop | JQuery | Axure /Muse | Audition | Premiere | After Effects

Merlin Communications, Cirencester

Head of New Media, October 2004 to January 2012

Responsible for design and delivery of bespoke SCORM compliant digital training solutions to some of the world's biggest brands. This was a hands-on role involved every stage of ADDIE while also recruiting, managing and mentoring several talented members of our team.

- Led production of over 170 bespoke streaming video training programmes for Sesame
- Heavily involved in senior strategic management meetings at such brands as AXA, M&S, Zurich and L&G
- Full involvement in ADDIE process (including storyboarding, UX design, templates/page/interaction styles, managing development and implementation) of several largescale training programs over the years.

Flash 7+ (AS1 & AS2) | HTML | CSS | JavaScript | Photoshop | Captivate | Premiere | After Effects

Various

Freelance Web Developer, December 2002 to October 2004

Producing sites for a wide range of clients from cocktail bars to Virgin Mobile.

Flash MX (AS1 & AS2) | HTML | CSS | JavaScript | Photoshop

Travelling Australia November 2001 to November 2002

FHM.com, London

Web Developer, June 2000 to September 2001

- Award-winning four-man team
- Helped take site from a 'nice to have' to brand with content in its own right

Flash 5 (AS1) | HTML | CSS | JavaScript | Photoshop

Oxford Digital Enterprises [Empire Interactive], Oxford

Animator/Sound Engineer/Graphic Artist/Play Tester, 1993 to 1998 (In school holidays)

From aged 14. Credited on 8 multi-platform games.

Dpaint | In-house tools