

Melanie Paschetag Futrell

Learning and Development Consultant

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Innovative learning and development consultant who is passionate about collaborating with clients to create learning programs that transform requirements into meaningful and relevant learning experiences, bringing 20+ years of experience delivering high-impact learning solutions that close performance gaps to solve business issues and achieve organizational objectives

Work Experience

Principal Consultant

mpf creative, llc. Dallas, TX

February 2002–present

Provide learning and development consulting services to a diverse portfolio of clients ranging from Fortune 500 multinational firms to small boutique consultancies:

- Perform organizational needs and learner analyses:
 - Facilitate stakeholder discovery summits to determine critical business issues
 - Interview, observe, record, and analyze team members in incident response situations and performing day-to-day tasks
 - Develop needs and task analyses that support organizational goals
- Design instructionally sound learning solutions:
 - Work with line managers to identify opportunities for experiential and social learning
 - Analyze source material, map to learning objectives, and identify gaps
 - Design learning activities that connect content to the learner's context of use
 - Develop storyboards and scripts for collaboration with media developers for complex animations and learning activities
- Develop engaging learning solutions that leverage emerging technology and techniques:
 - Develop SCORM-compliant e-learning modules incorporating narrative techniques, interactions, variable-based branching, and simulations
 - Create materials for in-person and virtual instructor-led training, including presentations, facilitator and participant guides, simulations, assessments, and red thread activities
 - Produce video and animation assets
 - Work with globally diverse subject matter experts (SMEs) and independently research technical topics to develop accurate and compliant learning content
 - Develop additional learning resources such as job aids, shoulder-to-shoulder facilitator guides, and performance evaluation rubrics for skills assessments
- Work with stakeholders to implement learning programs:
 - Develop and conduct train-the-trainer sessions for ILT programs
 - Work within government regulatory and industry association compliance and approval processes (e.g., FAA, EASA, OSHA)
 - Prepare e-learning modules for LMS deployment and test functionality

- Evaluate the efficacy and effectiveness of learning programs:
 - Design program evaluations to measure immediate response, learning, knowledge transfer in the workplace, and ROI
 - Collaborate with stakeholders to develop program improvement recommendations
- Provide project management and stakeholder relationship management:
 - Develop project plans and recommend instructional design methodology (e.g., ADDIE, agile, SAM) based on project requirements and scope
 - Collaborate with stakeholders to define RACI matrices
 - Facilitate meetings with client stakeholders, SMEs, learning content development teams, and learning experience teams
 - Manage team and client communications through project management software as well as other modes (i.e., Teams, mobile messaging, email, SharePoint)
 - Communicate project status, monitor risk, and recommend mitigating strategies to leadership

Previous Work Experience

- Senior Systems Programmer, Fidelity Investment Systems Company (1998–2001)
- Senior Documentation Analyst, Computer Language Research, Inc. (now Thomson-Reuters) (1996–1998)
- Senior Technical Writer, R&D Systems (1995–1996)
- Outreach, Education, and Training Manager, Knowledge Based Systems, Inc.– DARPA Electronic Commerce Resource Center (ECRC) Project (1994–1995)

Education

Certifications:

- Master Instructional Designer. ATD, 2018
- Improving Human Performance Certificate. ATD, 2018

Professional Affiliations:

- Association for Talent Development
- Society for Technical Communication

Education:

- Master of Science, Computer Education and Cognitive Systems.
University of North Texas, Denton, TX
 - Computer Education and Cognitive Systems Outstanding Graduate Student
 - Phi Kappa Phi
- Bachelor of Arts, English (minor in Business, focus in Technical Writing).
Texas A&M University, College Station, TX

Industry Experience

- Aviation (7 years)
- Oil and gas (10 years)
- Cybersecurity (6 years)
- Educational software (7 years)
- Enterprise server and database (3 years)
- Tax accounting (2)

Software Fluency

- Articulate: Storyline 360 and Rise 360
- Microsoft: PowerPoint, Word, Project, Teams, Excel
- LMS: Blackboard, Moodle
- Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop, Rush, Animate
- Apple/PC