

# Ashley Kerrell Garner

eLearning and Screen Design with Video Production

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**Portfolio:** [www.ashleygarner.info](http://www.ashleygarner.info)

Versatile eLearning designer, senior video editor and motion graphics designer currently working as Head of Production.

## Key Skills

### Creative & Technical

- e-Learning tool design and authoring
- Adobe Captivate and Articulate
- logo, web and motion graphics design
- lighting camerawork – location & studio
- UX and UI design / accessibility
- video editing - documentary & drama
- copy creation and editing
- LMS administration

### Management/Administrative

- team management
- work procedure design & implementation
- end-user research
- client / stakeholder liaison
- project planning
- channel scheduling

## Career History

### Head of Production

Limetools Ltd

Sept 2014 – Present

An SME that creates innovative human-centered, scenario-driven behaviour change tools and accompanying media collateral. Clients include the UK Cabinet Office, UK Ministry of Defence, UKRI, PWC, European Commission, Santander, QinetiQ, BAE Systems, The World Bank, Siemens, Equator Principles and Bournemouth University.

- Directly involved with or oversee on-screen design, production and post-production processes for all company output.
- The role constantly exercises all my key skills as listed above across a range of high-level commercial contracts.
- Constantly monitoring the transformation of the eLearning sector to keep our products engaging and on-trend.
- Reviewing and refreshing production techniques and workflows, such as finding a positive place for AI in our value chain.
- Recently Technical and Design Lead on a contract to develop an immersive transmedia training tool for the MOD (DSTL).
- Design user interfaces for learning tools that reflect Nielsen's usability heuristics and WCAG 2.2 principles of accessibility.
- Expert Adobe Captivate author who incorporates multiple complex 'advanced actions', 'variables' and 'learner interactions' to create adaptive and engaging SCORM 1.2 and xAPI learning tools.
- Film and post-produce broadcast-quality fictional drama and documentary videos to be used as an integral part of organisational training and eLearning programmes (ref: Bandura's Cognitive Social Theory).
- Design and creation of robust, cost-effective and secure technical infrastructure solutions for training and learning.
- Responsible for specification, purchase and management of all company production hardware and software.
- Logo creation for company, external clients and fictional scenarios (also digital props such as websites etc).
- Supervised the design and build of a permanent 2-camera green-screen studio in the company offices.
- Studio directed a short pilot series of live studio business shows across the internet for local government.
- Other current projects include designing and developing a mobile-only self-help tool for UK University students, another prototype transmedia/VR training tool for MOD and a behaviour change campaign for UKRI.

### Video Editor, Sound Recordist, Web Designer

Freelance

July 2008 – July 2015

- Working on many projects in the UK and around the world, for organizations such as the BBC, European Commission, Indonesian and Turkmenistan Governments, the former UK Foreign and Commonwealth Office and various SMEs.

Head of Production	Crystal Eyes / Motional Media Ltd	July 2001 – July 2008
<ul style="list-style-type: none"> <li>Responsible for the overall development, daily creation and scheduling of programming and advertising that displayed on the company's unique outdoor digital screen network with a peak monthly viewership of over 8 million.</li> <li>My role required me to be as multi-faceted as possible whilst maintaining the highest standards required by our advertisers, various regulatory bodies and by such a public medium.</li> </ul>		
Company / Facilities Manager	Hammerhead TV Facilities Ltd	April 1996 - April 2000
<ul style="list-style-type: none"> <li>Developed and ran a Manchester division of this successful broadcast television crewing and equipment hire company.</li> <li>By insisting on an un-tiring commitment to offering the best service to our clients enabled us to match the turnover of our much larger London-based parent company by August 1999.</li> </ul>		
Broadcast Camera Assistant	Freelance	Sep 1993 - April 1996
Media Technician	West Cheshire College	Sep 1992 - July 1995

## Profile

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Dedicated to the clear and effective communication of knowledge by ensuring the highest possible levels of creativity, intelligent design and production integrity. I understand the need to instill empathy within any narrative to successfully engage the target audience. Constantly exploring the best solutions for creating content that is both engaging and fully inclusive.

Whether 'hands-on' or in the role of overseer, well practiced in ensuring the highest quality of output whatever the underlying pressures of resource, deadline or budget. Experienced in encouraging fresh talent, whilst cultivating a professional environment that allows structure and traction for their innovative ideas.

Accomplished at communicating and collaborating with all levels of stakeholders and colleagues; maximizing the combined energies of teamwork and taking the initiative and ownership inherent in decision-making roles.

Whilst working principally in an SME environment, due to the large nature of previous and current corporate or organisational clients, I am well versed in the structures and protocols that need to be observed in getting projects to their successful completion.

## Personal Attributes

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Articulate, understanding, patient, quick and eager to learn, problem solving, sense of humour at the appropriate times and extremely dedicated. British national, currently security cleared to 'Official' level.

## Education Qualifications and Awards

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Open University	-	'Accessibility of eLearning' short-course
Christ Church College Canterbury	-	BA ( Hons ) Radio, Film and Television with Music
Millfield School, Street, Somerset	-	Top Music Scholarship, 2 A-levels, 9 O-levels Music Grades: Violin 1-8, French Horn 3-7, Piano 5

## Keeping Keen and Fit

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As well as playing jazz and blues piano, I like to keep fit either in the gym, putting some miles in on my road bike or surfing in Cornwall and some of the less chilly waters around the world. I love sampling foreign cultures, either through traveling, experimenting in the kitchen or trying to learn some of the languages.