

Instructional Design Professional Profile

Interview with Maria Ordonez, Instructional Design Specialist in Halliburton

Interview Date: 02/01/2015

Maria Ordonez currently works as an Instructional Design specialist for the Halliburton oil and gas company in Texas. The company was founded in 1919 and provides products and services for the energy industry. Halliburton comprises 13 Product Service Lines (PSL) that operate in two divisions: 1) Drilling and Evaluation, and 2) Completion and Production. Maria's consulting and project management PSL works across both divisions. PSLs are primarily responsible and accountable for strategy, technology development, process development, people development, and capital allocation. The company is organized into four regions North America, Latin America, Europe/Africa and Middle East, and it has eight branches worldwide. Maria has worked with this company for about two years; before starting to work with Halliburton she was working for Money Management International as an Instructional Design specialist too.

Maria's average day at Halliburton as an Instructional Specialist depends on company priorities within the team and department. She is often asked to create training courses such as "E-learning Course", "Instructional Led training" and update old training courses. Thus, she spends much of her time using Adobe Captivate for creating e-learning course, creating PowerPoint presentations, discussing new training demands and content for training development, and

meeting with SMEs (Small and medium-sized enterprises). When designing a new e-learning course, her role focuses on multimedia resources such as editing audio and images. Although it is not her specific job, Maria also works on some graphic design tasks, translating content into e-learning modules or travelling to attend pilot courses in order to exceed customers' expectations in her training course or in presentation.

Maria mentions that the Halliburton Company demands a lot of technical instructional designs from them. Maria and her team try to keep up with new research and theories. Maria mentioned: "Although it is very hard to implement them because we develop a lot of technical courses that requires a lot of work, so it is convenient for us to changing often."

Maria also discussed that her coworker and she attended the same degree program and at same university, so they typically follow the ADDIE framework with all the phases for developing instructional materials. The evaluation satisfies Kirkpatrick's second level of evaluation and is used to analyze the effectiveness and impact of the training in all instructional work.

Maria graduated from the Human Resource Development Program at the University of Houston, and she shared that she sufficiently prepared for her position. Maria summarizes: "Everything I learned at university I have been using it thought my career. I would encourage future graduates to learn as much as they can new technology, methods, theories. These methods, theories and new knowledge will help them be ahead of a lot of instructional designers." She also recommended to future human resource development professionals that to gain work experience. Both education and work experience, even if it an internship experience, will help them to be

better potential candidates. I believe that experience helps future professionals to better understand their work and the route that they wish to take.

Other traits that can be beneficial to future instructional designers are flexibility, confidence, and creativity, being open to criticism, open-mindedness, and imaginativeness and persistency.

In affirmation of quality of the Human Resource Development Program at the University of Houston taught her to feel confident in her position. She discussed that during her university years she learned these very valuable traits, which to use these qualities motivate her to be successful in her position, and indeed, she feels like that she was sufficiently prepared to the instructional design position. She also mentioned that her classes were very hard. However, each class project guided her to be professional and apply all her knowledge to practice.

Maria discussed that how her other knowledge, skills, and abilities matches with instructional design competencies. Thus, she has attended to the cartoon editing classes in high school. During school years, she has participated several projects related movie and cartoon editing. Her interest and ability toward to movie and cartoon editing allows her to make her clients happy with the excellent projects.

Maria Ordonez`s interview helped me to understand the instructional design specialist role in “the real world or in practice” and also encouraged me to focus on the instructional design profession. Moreover, I talked to Maria that all our class assignments and projects in AHRD program at JMU are very well organized and each topic sufficiently prepares us to our future career. While doing interview with Maria, I motivated to work hard on my assignments and focus on class projects.

Reference:

M. Ordonez, skype meeting, February 1, 2015

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