Joel Frain

105 Golf Rd. • Gilbertsville, PA 19525
joelrfrain@mac.com • www.joelfrain.com • 484.919.5036

Professional Summary

Skilled instructor, designer, and computer technician with a broad range of knowledge in Apple and Microsoft products, software, and services, as well as educational philosophies, best practices, and pedagogy. Four years of experience in a corporate IT environment as Lead IT Instructor. Seventeen years of experience in Apple Retail, including more than fifteen years educating customers in the role of Creative/Creative Pro. Background in education with a degree in art education and Pennsylvania state certification.

Work Experience

Forward Thinking Technology Solutions   2021-2025
Head of IT Learning and Development
- Designed learning and development curriculum and strategy for both internal staff and external clients.
- Developed training materials and delivered training sessions in person and via video conferencing for staff and clients.
- Created instructional videos on a variety of subjects, working with SMEs to meet educational objectives.
- Launched client's pilot program for adoption and integration of Microsoft Copilot.
- Developed and maintained training websites to host educational resources for staff and clients.
- Wrote process documentation and knowledge base articles for IT staff and business users.
- Created rich and engaging eLearning modules for client's LMS system.
- Coded support and training websites using AI tools ChatGPT, Claude, and Gemini for internal staff and external clients.

Apple   2004-2021
Creative Pro - Lehigh Valley, PA   *2018-2021*
- Led the Lehigh Valley Creative team in the transition to Today at Apple programming through the Learn, Rehearse, Review process, onboarding new Creatives, and providing feedback to develop the team throughout.
- Delivered Today at Apple sessions in all subject areas consistently maintaining high levels of engagement and very high scores in Net Promoter and Team Member Score systems.
- Led very successful and consistently attended Apple Field Trip and Apple Camp programs.
- Provided technical phone support to customers during COVID-19 pandemic.

Creative - Lehigh Valley, PA and King of Prussia, PA   *2007-2018*
- Delivered solutions and educated customers through One to One program.
- Maintained consistently very high personal and team scores in the Net Promoter system.
- Executed workshops for consumer and pro applications, as well as Youth Workshops, Field Trips, and Apple Camp programs.
- Developed peer competencies with the in-store mentoring program.
- Served as In Store Guest Trainer in a career experience to support ongoing education with store staff.
- Delivered technical support appointments for iPod, iPhone, and iPad customers.
- Selected as Joint Venture trainer for Philadelphia market, delivering on-demand training for businesses integrating Apple products and services into their workflows.

Specialist - King of Prussia, PA   *2004-2007*
- Provided sales and service solutions for customers.
- Consistently delivered on sales goals.

Brandywine Heights High School   2002-2004
Art/Computer Teacher
- Taught general art to students in 9th and 10th grades.
- Launched a popular elective computer graphics program teaching Photoshop and Illustrator to 11th and 12th grade students.
- Taught general computers, word processing, page layout, HyperCard, and TrueBasic to 9th and 10th grade students.

Education

Kutztown University   *1996-2000*
Kutztown, PA — B.S. in Art Education

Certifications

- Certified Professional in Training Management (CPTM)
- MO-100 Microsoft Word Associate
- MO-200 Microsoft Excel Associate
- MO-300 Microsoft PowerPoint Associate
- Microsoft Office Specialist Associate
- Microsoft Certified Trainer
- Career Essentials in Generative AI
- HIPAA Awareness for Business Associates
- HIPAA Security

Skills and Achievements

- Published author and illustrator of children's book "The Other Colors".
- Expert in macOS, iOS, tvOS, watchOS, and Apple consumer and professional software and services.
- Expert in the M365 platform including Teams, OneDrive, SharePoint, Outlook, Copilot, Power Automate, and more.
- Expert in Adobe Photoshop, Procreate, Pixelmator Pro, and highly skilled in Adobe Creative Cloud applications.
- Developed my own productivity apps for macOS and iOS vibe coding with ChatGPT.
- Confident in my ability to learn new skills and tools quickly and adapt my skillset to meet business needs in any situation.
- Adept teacher with unlimited patience and ability to take students from knowledge to understanding to application and beyond.