

ADRIANA D. SALINAS

adsalinas03@gmail.com ~ (713) 252-4096 ~ 1201 Grove Blvd. #202 ~ Austin, Texas, 78741

[Portfolio](#) ~ [LinkedIn](#)

SUMMARY

An experienced instructional designer with 3 years in learning & development and eLearning course creation for a global audience. Specializes in developing instructional materials that simplify complex concepts and enhance knowledge retention. Strengths include partnering with teams to identify and address skill gaps plus designing and developing targeted training programs using multiple modalities. Excels in agile techniques by leveraging technology to effectively handle multiple projects simultaneously. Passionate about designing behavior-changing learning experiences and sharing ideas that drive creativity and problem-solving.

PROFESSIONAL SKILLS AND CERTIFICATIONS

General: Instructional/learning design, project management, design thinking & planning, subject-matter-expert (SME) management, learning content management, virtual instructor-led training, creativity, curiosity, adaptability, tenacity

Certifications: Association for Talent Development - *Articulate Storyline*; Wiley Workplace Learning - *Everything DiSC*

Productivity & Communication Software: Microsoft & Google Offices, Salesforce, WebEx, Trello, Slack, Zoom, CoPilot

Design Software: Articulate 360, Adobe Creative Suite, TechSmith Camtasia, Canva, Microsoft Visio, Unily (CMS), Wix

Learning Management Software: Fuse Universal, Udemy Business, Absorb, SuccessFactors, Google Classroom, Savvas

EDUCATION

George Washington University	Master of Arts, Educational Technology Leadership	June 2022
	Graduate Certificate, Instructional Design	June 2021
Vanderbilt University	Bachelor of Arts, English	
	Concentration: Creative Writing	May 2013
	Bachelor of Arts, Studio Art	
	Concentration: Printmaking	

PROFESSIONAL EXPERIENCE

CBTS | OnX Canada - *Learning & Development Specialist*; Remote May 2023 - Current

- ❖ **Corporate Trainer:** Host virtual instructor-led training (vILT) sessions for 20-30 new global employees monthly, covering company history, culture, and SaaS-based internal intranet through multiple modalities. Designed and developed a comprehensive new hire orientation program using needs analysis resulting in a 94% satisfaction rating.
- ❖ **Instructional Designer:** Leverage the ADDIE model and adult learning theory to design and develop creative, learner-centered, performance-based training materials in multiple modalities, including eLearning, blended learning, video tutorials, and job aids. Use Agile and SAM methodologies to rapidly create content, ensuring effective deployment and measurement of learning outcomes.
- ❖ **Project Manager:** Lead curriculum design projects by creating clear instructional design plans and tracking deliverables using project management software. Communicate progress and solutions to leadership, ensuring the timely and high-quality development of creative, learner-centered training materials.
- ❖ **Program Manager:** Communicate with 15+ IT Partner Managers across the internal organization to manage the certifications bonus award incentive program for 2600+ employees. Currently, leading efforts to implement operational process improvements and better data tracking within Salesforce.
- ❖ **Content Manager:** Manage the Learning and Development (L&D) department's Content Management System (CMS) to ensure employees' user experience of L&D content and resources on our platform are accessible.
- ❖ **Content Editor:** Review, evaluate, and revise various educational materials to ensure they are accurate, up-to-date, and align with training objectives and brand guidelines.
- ❖ **Event Planner:** Projected a \$17,000 budget for an HR team-building event, covering travel, catering, and activities. Successfully saved 29% of the budget while providing an engaging and productive experience for 16 team members.
- ❖ **Leader:** Founder and leader of the Hispanic Origin and Latin American Employee Resource Group (HOLA ERG). Manage a \$5000 budget to support 44 members.

Yahoo Inc. - Training Specialist; Remote

Nov. 2022 - Apr. 2023

- ❖ Utilized design principles and best practices to create clear, concise, and accessible content, including slide presentations, job aids, and operational process diagrams.
- ❖ Supported curriculum design efforts, from defining learning objectives to creating interactive content and assessments.
- ❖ Conducted quality assurance checks on facilitation guides and job aids to ensure they were accurate, up-to-date, and aligned with training objectives and brand guidelines.
- ❖ Organized and managed training materials in the Learning Management System (LMS) to ensure smooth operations and user support.

Eduscape - Instructional Designer; Remote

Jun. 2021 - Dec. 2021

- ❖ Led projects, tracked deliverables, and communicated progress and solutions to leadership to ensure timely and quality outcomes.
- ❖ Used the ADDIE model and knowledge of adult learning theory to draft a storyboard, produce learning materials, and deploy the SCORM-based eLearning courses from scratch.
- ❖ Developed clear instructional design plans that outline the structure of the eLearning modules, including the sequence of topics and the type of content for each.
- ❖ Utilized design principles and best practices to create clear, concise, and accessible content such as instructional diagrams, videos, and animations.

Austin Peace Academy - Hybrid Instructor; Austin, Texas

Jan. 2020 - May 2022

- ❖ Led curriculum design efforts, from defining learning objectives to creating interactive content and assessments that enabled 100% of 5th-grade students to meet or exceed their grade equivalent in Reading, English Language Arts, and Social Studies on the Iowa Assessment.
- ❖ Facilitated virtual and in-person instructor-led resources that enabled 5th-grade students to achieve a 7.1-grade equivalent in Reading, 7.7 in English Language Arts, and 7.5 in Social Studies on the Iowa Assessment.
- ❖ Facilitated virtual and in-person instructor-led resources that enabled 4th-grade students to achieve a 5.3-grade equivalent in Reading, 6.0 in English Language Arts, and 5.0 in Social Studies on the IOWA Assessment.

Start Speaking Today - Hybrid Adult English Instructor; Remote

Aug. 2018 - May 2019

- ❖ Delivered 1-on-1 reading, writing, speaking, and listening instruction to adult English as a Second Language learners.
- ❖ Analyzed individual learners' needs to identify instructional goals and develop a specialized curriculum for each learner.
- ❖ Applied knowledge of adult learning theories to design and develop instructional strategies and materials that enabled students to achieve a score of 21 points or higher on the TOFEL writing section.

Colegio Hebreo Maguen David - IB English Instructor; Mexico City, Mexico

Aug. 2017 - May 2019

- ❖ Used the ADDIE model to design a virtual "English Lab" and facilitated the instructor-led course through Google Classroom.
- ❖ Designed and developed inquiry-based virtual and instructor-led learning experiences to meet the needs of diverse learners.
- ❖ Delivered instructions to seven groups of 13-22 students in grades 7 through 11 by utilizing the Middle Years Programme (MYP) and Diploma Programme (DP) curriculum standards.
- ❖ Conducted formative evaluations on assessments that met guidelines set by IB moderators with 100% accuracy.