

ADRIANA D. SALINAS

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

SUMMARY

A dynamic learning experience designer with 4+ years in corporate learning & development; specializing in eLearning course creation for global audiences, developing instructional materials that simplify complex concepts, and serving as a strategic partner. Strengths include partnering with teams to identify and address skill gaps plus designing and developing targeted training programs using multiple modalities. Excel 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 (ADDIE), learning needs assessment, workflow analysis, scenario-based learning, assessment & evaluation design, blended learning strategy, technical training development, onboarding journey design, program & project management, design thinking & planning, subject-matter-expert (SME) management, learning content management, virtual instructor-led training (vILT), creativity, curiosity, adaptability, tenacity

Certifications: Association for Talent Development - *Articulate Storyline*; Wiley Workplace Learning - *Everything DiSC*; Development Dimensions International - *DDI Facilitator*; Birkman International - *Birkman Certified Professional*

Productivity & Communication Software: Microsoft 365 (Teams, Outlook, Copilot), Google Workspace, ChatCPT, Salesforce, WebEx, Zoom, Slack, Trello, Monday

Design Software: Articulate 360 (Rise, Storyline), Synthesia, Adobe Creative Suite, TechSmith Camtasia, Canva, Microsoft Visio & SharePoint Site, Unily (CMS), Wix

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

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

Accendra Health - *Senior Learning & Development Specialist*; Remote June 2025 - Present

- ❖ *Instructional Designer:* Leads learning needs assessment and instructional design for complex healthcare workflows, translating SME-heavy processes into performance-based learning solutions aligned to adult learning principles and operational requirements.
- ❖ *Program/Project Manager:* Manages end-to-end learning projects by defining scope, coordinating stakeholder and SME inputs, tracking milestones, and driving deliverables to completion across multiple initiatives.
- ❖ *Technical Training Developer:* Designs and develops technical training to support enterprise system and workflow adoption, creating demo-based video, self-paced eLearning, and performance support that enable accurate, consistent execution.
- ❖ *Assessment & AI Enabled Learning Designer:* Designs scenario-based competency assessments with defined passing criteria and targeted feedback, and applies AI across the learning lifecycle (storyboarding, scripting, course drafting, video production) to increase efficiency while maintaining human-led instructional rigor and quality standards.
- ❖ *Onboarding Experience Designer:* Designed and delivered a scalable onboarding journey using a UX/UI-informed approach, creating role-specific learning workbooks and a centralized SharePoint experience to improve usability, consistency, and time-to-productivity.

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

May 2023 - May 2025

- ❖ *Instructional Designer*: Leveraged 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. Used Agile and SAM methodologies to rapidly create and deploy training content in the LMS, ensuring accurate learner data, seamless user experience, and measurable outcomes.
- ❖ *Corporate Trainer*: Hosted 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.
- ❖ *Project Manager*: Lead curriculum design projects by creating clear instructional design plans and tracking deliverables using project management software. Communicated progress to leadership, ensuring the timely and high-quality development of creative, learner-centered training materials.
- ❖ *Program Manager*: Communicated with 15+ IT Partner Managers across the internal organization to manage the certifications bonus award incentive program for 2,600+ employees. Led efforts to implement operational process improvements and enhanced data tracking within Salesforce.
- ❖ *Content Manager*: Managed the L&D department's Content Management System (CMS), using UX/UI principles to design user-friendly pages and ensure content was accurate, accessible, up-to-date, and aligned with brand standards.
- ❖ *Researcher*: Conducted comprehensive needs analysis by researching and gathering data to identify learning gaps and opportunities, ensuring alignment with organizational goals and stakeholder requirements.
- ❖ *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. Managed 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.