

# ADRIANA D. SALINAS

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

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

## SUMMARY

An experienced instructional trainer and designer with 3 years in learning & development and eLearning course creation for a global audience. Specialize 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. 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, 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

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

## PROFESSIONAL EXPERIENCE

**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.

**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.