

Siying DU (Carol)

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An instructional designer & technologist with global experience & academic background in design thinking, learning technology and instructional design

EDUCATION

Columbia University, USA

MA in Instructional Technology and Media
May 2016

Guangdong University of Foreign Studies, China

Bachelor in Political Science & Accounting
July 2009

SKILLS

Programming

HTML	CSS
JavaScript	Java

Learning Authoring/Management Tool

Camtasia	Articulate Storyline
Canvas	Adobe Captivate
Blackboard	Moodle
SharePoint	Litmos
Cornerstone	xAPI/SCORM

Design Tools

Photoshop	Illustrator
InDesign	Sketch
Dreamweaver	

Video/Audio Tools

Final Cut	Flash
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LANGUAGE

Chinese – Native

French – Conversational

VOLUNTEER WORK

- Workshop facilitator for AIESEC
- Online Volunteer for United Nations
- Teaching Assistant in Columbia University

PROFESSIONAL EXPERIENCE

Learning Specialist

05/2016 – Present

Priceline.com, Norwalk, Connecticut USA

- Produce e-learning modules and digital artifacts for various soft skills trainings and system trainings;
- Transform the elearning development in Customer Service department to provide intuitive and effective micro elearning and on-job training for agents from different countries.
- Conduct learning data analysis to support department goals and KPIs.

Instructional Designer/ Technologist

06/2016 – Present

Yorkville University/Toronto Film School, Remote

- Lead the development of elearning courses for the joint programs of Toronto Film School and Shanghai Theater Academy

Instructional Designer (Consultant)

09/2016 – 08/2017

Columbia University, New York USA

- Cooperated with SMEs to conduct need analysis & develop learning assessment system & videos to support instructional design process

Educational Technology Assistant

09/2014 – 05/2016

Columbia University, New York USA

- Conducted online multimedia course materials to provide hybrid career learning for students
- Maintained training website and online services, analysis, consultation with various users to ascertain departmental needs

Education Project Officer

12/2011 – 05/2014

British Council/British Embassy, Beijing China

- Conducted learning needs assessment & supported instructional design process
- Managed learning programs & client relationship, ensured high quality of learning delivery, resulting in a satisfaction score of 9.5 out of 10

Manager for Learning & Change Management

06/2010- 06/2011

Alcatel-Lucent, Antwerp Belgium

- Developed & Designed Learning & Information Portal to provide effective change management approaches & learning in the company
- Designed learning strategies & delivered blended learning to raise understanding of the company's agenda, challenges & achievements

Learning Coordinator/Designer (Trainee)

06/2009- 06/2010

Alcatel-Lucent, Paris France

- Responsible for driving high quality technical training content for global e-learning programs, tool kits and study guides
- Developed and managed learning management system