Conrado Ramos

Instructional Designer, Developer & Enablement Specialist

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PROFESSIONAL SUMMARY

Seasoned Instructional Designer, Developer, and Enablement Specialist with 6.5 years of experience in crafting eLearning solutions. I hold a BS in Digital Forensics and an MS in Instructional Design & Technology from Bloomsburg University. I have a track record of creating blended learning experiences and instructional materials for various clients, including St. Lukes University Health Network, Elevance Health, and Shopify. My expertise extends to developing accessible learning materials, managing large-scale training programs, and utilizing methodologies such as ADDIE and AGILE. I also have experience in graphic design and technical documentation, with proficiency in Articulate 360, Adobe Creative Suite, Salesforce, and LMS tooling. I am known for my strong communication skills and openness to new challenges in the learning field.

EDUCATION

Bloomsburg University   Bloomsburg, PA
BS in Digital Forensics

Bloomsburg University   Bloomsburg, PA
MS in Instructional Design & Technology

PROFESSIONAL EXPERIENCES

Instructional Designer
St. Lukes University Health Network, *Start 01/24 End 08/24*   *Remote – PA*

- Utilized Adobe Creative Suite, TechSmith Products, and Articulate 360 Suite to develop effective blended learning solutions that included eLearning, asynchronous training and synchronous training for an internal client pool of 20,000+ learners; ranging from Physicians to Nurses to Janitorial level providers.
- Created various course curricula material, ranging from self-paced/instructor-led, support tool procedures, pre and post tests, instructional videos, and process aids.
- Spearheaded the importance of developing online learning materials that were accessible to individuals with disabilities, including but not limited to adhering to ADA, 508 compliance, and WCAG 2.2 compliance.

Learning Experience Designer II
Elevance Health, *Start 08/23 End 12/23*   *Remote – OH*

- Collaborate with business/project SMEs, Trainers, and other LEDs on requirements, implementation, and migration of older systems to a Salesforce powered solution.
- Design, develop and maintain: Course curricula – Instructor-Led and self-paced, Self-paced learning solutions, Performance support tools including desk-level procedures and process aids, Practice and post-assessment tools, gather post-implementation lessons learned and complete maintenance, as identified.

Technology Enablement Specialist
Shopify, *Start 04/22 End 05/23*   *Remote – Ontario, CA*

- Developed a series of instructional videos, courses, and documentation that explained complex technical concepts in a simple and engaging way, resulting in increased user comprehension.
- Successfully carried out Enablement Projects from inception to completion adhering to ADDIE/AGILE guidelines and methodologies.
- Developed and implemented tooling and technology initiatives to improve the use of tooling stacks in Global Revenue Teams of over 1200+ individuals, resulting in improved engagement and outcomes.

Instructional Designer II
Cox Automotive, *Start 08/21 End 03/22*   *Remote – Atlanta, GA*

- Implemented a variety of instructional strategies to accommodate different learning styles and interests across multiple modalities of learning; ranging from: mobile, computer-based, eLearning, web-based, videos, and documentation.
- Tasked with owning and delivering training [internally/externally] on one of many company products.
- Created and maintained course syllabi, instructional materials, and other resources for an internal workforce, of 5000+, and new hires across a multitude of platforms.

eLearning Developer
Elwyn, *Start 02/20 End 07/21*   Remote - *Media, PA*

- Developed a blended learning approach that included eLearning, asynchronous training and synchronous training for internal and external vendor products.
- Created a virtual learning environment, through LMS implementation, to enable remote learning and training during the pandemic.
- Developed online learning materials that were accessible to individuals with disabilities, increasing accessibility across the board. Adhering to ADA, 508 compliance, and WCAG 2.1 compliance.

Instructional/ eLearning Designer
Sanofi Pasteur, *Start 09/19 End 02/20*   *Swiftwater, PA*

- Utilized a variety of instructional strategies to meet the needs of all learners in the VIA Department.
- Developed and implemented an interactive eLearning course to supplement class instruction.
- Set Best Practices and Standards on how eLearning should be developed and designed.
- Converted Brainshark Trainings and Instructor Lead Trainings to Web Based eLearning.

Instructional Design Intern
Dana Inc., *Start 05/19 End 08/19*   *Maumee, OH*

- Developed templates that improved design consistency across all training programs and reduced design iteration time.
- Conducted research on the latest trends and methodologies in the L&D industry, resulting in a cutting-edge design for projects.
- Collaborated with subject matter experts to ensure course content was accurate and up-to-date.
- Converted Traditional PowerPoint Training and Instructor Lead Training to Web Based eLearning.

Graduate Assistant
University of Bloomsburg of Pennsylvania, *Start 01/18 End 05/19*   *Bloomsburg, PA*

- Maintained an online learning platform that provided a personalized learning experience for students, resulting in increased user satisfaction.
- Developed online courses that were optimized for mobile devices, utilizing micro learning methodology.
- Acted as Technology Consultant on the purchase of Department equipment.
- Converted Traditional PowerPoint Training to Web and Mobile Based Solutions.
- Collaborated with subject matter experts to ensure course content was accurate and up-to-date.

Graphic Designer/Student Worker
University of Bloomsburg of Pennsylvania, *Start 08/2014 End 12/17*   *Bloomsburg, PA*

- Maintaining private records and Databases for events.
- Recreating PDF and Microsoft Word documents for Active and Archival Purposes.
- Designing, Developing, and Deploying - graphics and vectors for posters, flyers, and t-shirts.
- Managing Graphic Design projects and initiatives.

SKILLS

- Develop Learning Solutions through Mobile Learning, Web Based Learning, and Blended Learning.
- Ability to apply ADDIE, AGILE, Waterfall and SAM model(s) to Learning Solutions.
- Experience translating highly technical Subject Matter Expert material into various Learning Solutions for a wide variety of demographics.
- Create Graphical, Audio, and Video assets and material from scratch with and without AI tooling.

TECHNICAL SKILLS

- **Microsoft Office**: Word, Excel, PowerPoint, Visio, and Access
- **Adobe**: Acrobat, Photoshop, Illustrator, InDesign, Captivate, Dreamweaver, Spark, XD, Audition, Premiere Pro
- **Articulate 360**: Storyline, Rise, Replay, Peek
- **Methodologies**: AGILE - LLAMA, SAM, ADDIE
- SnagIt, Camtasia, Vyond, Panopto, Audacity, NVDA
- WalkMe, Jira, Confluence, Level Jump, Asana, Guru
- **Learning Management Systems**: D2L BrightSpace, Intellum Exceed, CSOD
- Proficient Computer Languages – HTML, CSS
- Salesforce and Salesforce: Marketing Cloud
- Salesloft, Klue, Slack, Gong, Twilio
- Content Management System
- **Google Suite**: Doc, Sheets, Slides, Drive