

Matt Perello

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Curriculum Developer & Instructional Designer

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Learning Experience Designer with over 12 years of expertise in creating engaging, user-centered training solutions for technology and SaaS platforms. Skilled at translating complex technical concepts into accessible learning materials that drive adoption and improve performance. Known for his attention to detail, cross-functional collaboration, and developing content that meaningfully impacts key business metrics.

Experience

Delta Air Lines - Sr. Learning Designer: 6/23 - Present

- Develop comprehensive training materials that enable Specialists to effectively balance AI-generated content with human expertise, maintaining quality standards while improving resolution accuracy and customer satisfaction metrics.
- Led cross-functional collaboration with stakeholders from Operations, CX Design, and Technology teams to translate complex technical functionality into accessible, visually engaging training materials.

Kraken Digital Asset Exchange - Instructional Designer: 7/22 – 9/23

- Institute a systemized in-house content development process.
- Produce enablement & compliance training materials for all Kraken employees.
- Evaluate & improve existing employee onboarding materials and overall experience.

Instacart - Instructional Designer: 9/19 – 4/22

- Oversee the implementation and administration of a learning management system.
- Assess learner performance and participation data to identify & address knowledge gaps.
- Improve employee QA and CSAT scores through the development of meaningful training materials.
- Deliver training materials that include high-quality voiceover and graphics.

ClickDimensions - Instructional Designer: 5/16 – 3/19

- Create 150+ micro-learning videos, interactive e-learning modules, job aids, and quick reference guides.
- Develop product training & certification programs for all ClickDimensions customers.
- Design an employee Sales & Systems onboarding program.

Mercedes-Benz USA - Curriculum Developer: 9/15 – 5/16

- Establish design & technical standards for all MBUSA Leadership & Sales training materials.
- Oversee the production of all MBUSA Leadership & Sales training materials and events.
- Optimize MBUSA's learning management system environment & content settings.

Pardot / Salesforce.com - Instructional Designer: 7/13 – 9/15

- Create +75 interactive software demos and simulations that showcase Pardot's functionality & value.
- Analyze feedback and key performance indicators to determine & improve training effectiveness.
- Collaborate with subject matter experts to determine and outline training goals & objectives.
- Synthesize subject matter into concise & comprehensive training materials.

IMG Live - Associate Account Manager: 4/12 – 7/13

- Manage the development and execution of +200 corporate training and marketing events.
- Anticipate and avoid obstacles that would prevent flawless event execution.
- Deliver presentations that enhance clients' understanding of how program objectives are achieved.

IMG Live - Product Specialist & Corporate Trainer: 5/10 – 4/12

- Train 20k+ DIRECTV representatives on DIRECTV equipment, technology, and programming.
- Increase account sales, retention, and improve overall customer satisfaction by generating enthusiasm around DIRECTV initiatives.

DELTA

Education

Kennesaw State University: 2005 - 2010

- B.S. Communication: Media Studies
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Certifications

Association for Talent Development

- Introduction to Instructional Design - [See description](#)
- Instructional Design - [See description](#)
- E-Learning Instructional Design - [See description](#)

Ledet Training

- Adobe Captivate Bootcamp - [See description](#)
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Skills & Abilities

Adobe Captivate	SCORM / TinCan / API	WellSaid
Adobe InDesign	ADDIE / SAM / AGILE	Pendo.io
Adobe Illustrator	LinkedIn Learning	WalkMe
Adobe After Effects	Adult Learning Theory	Monday.com
Adobe Audition	Workday	Call Simulator
Adobe Premiere	Zendesk	PowToons
Articulate Storyline 360	Jira	Elucidat
Articulate Rise	CRM	Docebo
Microsoft Office Suite	OSX / Windows	Confluence