

Matt Perello

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Senior Learning Designer with over 12 years of expertise in creating engaging, user-centered training solutions. 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.

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

- Leveraged GenAI (Call Simulator) to create realistic customer scenarios, enabling specialists to practice complex interactions in a risk-free environment, improving confidence and performance metrics.
- Developed comprehensive training materials for Delta's loyalty program updates, translating complex policy changes into clear, actionable guidance that enabled specialists to confidently communicate new benefits & rules to customers, resulting in smoother transition and reduced customer confusion.

Kraken Digital Asset Exchange - Instructional Designer (4/22 - 5/23)

- Designed and implemented a systematic content development framework, establishing quality standards and consistent methodologies for enterprise-wide training.
- Delivered compliance training materials adhering to stringent regulatory requirements within the digital asset exchange environment.
- Transformed the employee onboarding experience through strategic evaluation and redesign of existing materials, enhancing knowledge retention and time-to-proficiency.

Instacart - Instructional Designer (9/19 - 4/22)

- Directed implementation of enterprise-wide learning management system, ensuring seamless delivery of training content to a geographically dispersed workforce.
- Conducted analysis of performance metrics to identify knowledge gaps, developing targeted interventions that improved QA scores and customer satisfaction.
- Produced high-impact training materials incorporating professional voiceover and graphics, elevating quality perception and engagement with learning content.

ClickDimensions - Instructional Designer (5/16 - 3/19)

- Developed comprehensive suite of 150+ microlearning videos, interactive e-learning modules, and performance support tools, driving adoption of complex CRM marketing automation software.
- Engineered multi-tiered product certification programs for global customer base, establishing credibility standards and enhancing customer proficiency.

Mercedes-Benz USA - Curriculum Developer (9/15 - 5/16)

- Established enterprise-wide design and technical standards for leadership and sales training materials, ensuring brand consistency and instructional excellence.
- Directed production of high-profile learning events and materials, coordinating cross-functional resources to deliver premium educational experiences.
- Optimized learning management system configuration to enhance content accessibility and performance tracking capabilities.

Salesforce.com (Pardot) - Instructional Designer (7/13 - 9/15)

- Created 75+ interactive software demonstrations and simulations showcasing advanced marketing automation functionality, accelerating customer adoption and proficiency.
- Analyzed KPIs to evaluate training effectiveness, implementing data-driven improvements that enhanced learning outcomes.
- Collaborated with subject matter experts to transform technical concepts into strategic learning objectives and comprehensive training solutions.



IMG Live - Associate Account Manager (4/12 - 7/13)

- Orchestrated the development and execution of 200+ corporate training and marketing events, ensuring flawless delivery and exceptional client experiences.
- Implemented proactive risk management strategies to identify and mitigate potential execution challenges before they impacted event quality.
- Delivered compelling presentations to executive stakeholders demonstrating alignment between program execution and strategic business objectives.

IMG Live - Product Specialist & Corporate Trainer (5/10 - 4/12)

- Educated over 20,000 DIRECTV representatives on complex equipment specifications, technology platforms, and programming offerings.
- Developed and implemented engagement strategies that significantly increased account sales and retention rates across national markets.
- Created and delivered high-impact training content that generated measurable enthusiasm around corporate initiatives, directly contributing to improved customer satisfaction metrics.

Education

Kennesaw State University: 2005 - 2010

- B.S. Communication: Media Studies

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](#)

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 