





# SYLVIA PEREIRA

## CONTACT

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## HIGHLIGHTS

Interactions with hundreds of learners to increase engagement within the Alteryx Academy

Built effective and engaging online courses related to data analysis for learners across the globe

Implemented a consulting model process for business partners, and saved over \$500K in the annual budget

Successfully completed 17 Science courses (grades 9 to 12) in collaboration with subject-matter experts (teachers)

Redesigned onboarding courses for call center staff, reducing training time from three months to one

## CORE SKILLS

Native Speaker: Brazilian Portuguese  
Fluent in English  
Digital Learning  
Instructional Design Methods  
Authoring Tools (Storyline 360, Camtasia, H5P)  
Photoshop  
After Effects  
Project Management

## ABOUT ME

I have dedicated my time to learning some different things in the last few years, from music to data analysis, from academic high-school courses to customer enablement, I consider myself a lifelong learner by nature. "Curious, energetic, dedicated, committed to anything assigned to her and always trying different avenues to achieve her goals" this is probably what people would say about me. I am passionate about learning and development, with a solid track record of applying adult education principles, instructional design methodologies, and evaluation processes when conducting the development of learning programs. As an accomplished and creative professional, one of my strengths is to work closely with learners and help them to achieve their goals through effective strategies, while ensuring their journey is enjoyable, engaging, relevant, and informative. I am skilled at leading complex scenarios that involve different areas and stakeholders, tight deadlines, and a limited budget.

## EXPERIENCE

ALTERYX, Oct/2019 – Present

Sr. Learning Experience Designer

- Build the bridge between technical and applied knowledge by encouraging the learners to apply their new skills in practical situations
- Design engaging and effective learning experiences across a variety of modalities (in person, online, blended)
- Develop all aspects of end-user training material including course outlines, presentations, lab scripts, practical exercises, assessments, videos, and others
- Build a knowledge base of current and future technology trends, innovations, industry standards, ideas, and best practices to ensure training offerings engage learners
- Design support content (job aids, manuals, infographics) to establish and maintain learners' engagement
- Work collaboratively with SMEs to design content that addresses the learning objectives
- Facilitate train-the-trainers

CANADIAN TIRE CORPORATION, May/2019 – Oct/2019

Sr. Learning Experience Designer

- Design, develop and curate learning programs, content and curricula for corporate employees within the context of the corporate university
- Identify, recommend and create digital, physical, and experiential learning experiences in various formats (e.g. instructor-led and e-learning, including micro-learning, interactive infographics, printable job aids, webinars, interactive videos, etc.)
- Collaborate with subject matter experts, including executives and external vendors, to develop, edit, and curate leading-edge learning content that helps achieve performance learning outcomes
- Create storyboards to reflect the recommended training design approach and develop highly engaging content including visuals, audio, video, interactions, evaluation tools, using a variety of authoring tools (H5P, Storyline 360 and Captivate)
- Facilitate in-class and virtual/online learning experiences

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## EDUCATION

Data Analytics, Big Data, and Predictive Analytics Certificate  
Ryerson University (2022)

M.A. Adult Education  
PUC-SP

Post-Graduation  
Training Management  
FIA-USP

Post-Graduation  
Human Resources  
UNIP

B.A. Pedagogy  
FMU

## PROFESSIONAL DEVELOPMENT

Alteryx Designer Core Certification  
Alteryx

Data Analytics: Basic Methods  
Ryerson University

After Effects  
Udemy

Return on Investment  
ROI Institute (Jack Phillips)

## EXPERIENCE CONT.

THE ROYAL CONSERVATORY OF MUSIC, 2018 – 2019

Senior Instructional Designer

- Developed detailed course plans, storyboards, and wireframes with well-articulated delivery strategies that had the aim of instilling excellence in music students
- Provided learners, both music professionals, and amateurs, with digital engagement through innovative solutions (e.g. online courses, apps, videos, virtual reality) that inspired them during the learning journey
- Designed assessment instruments that provided learners with specific and descriptive feedback
- Utilized learning analytics to examine data and made informed recommendations that drove strategic decision-making and problem-solving processes
- Acted as a project manager to ensure that projects were completed within the specified deadline and are delivered without delays or inconsistencies

TV ONTARIO (TVO), 2016 – 2018

Senior Instructional Designer

- Co-created, designed, and developed, interactive online courses, in collaboration with teacher-writers, that promoted: 21<sup>st</sup>-century competencies, student voice, and choice, student engagement, authentic learning, inclusive and relevant cultural practices
- Designed, revised, and assisted in the production of course content, using available authoring tools – Storyline 360 and Captivate – and other resources in order to create an effective independent learning experience
- Contributed to the instructional language, visual, and interactive design of course content, in conjunction with the multi-functional team of graphic designers, developers, media specialists, editors
- Developed a variety of interactive learning objects using gamification principles and scenario-based approaches

MENDES MIGUEL CORPORATE LEARNING, 2012 – 2016

Senior Learning and Development Consultant

- Headed needs assessment to identify learning gaps and define the L&D strategy, ensuring alignment with the business and talent strategy
- Collaborated with business leaders, HR leaders, and internal clients to ensure all programs met business goals, industry field expectations, operational procedures, and regulatory standards
- Designed, developed and tested end-to-end corporate learning solutions, from analysis to implementation, which supported business goals and performance gaps
- Formulated training outlines and determined instructional techniques, such as individual training, group instruction, webinars, conferences, meetings, and workshops
- Evaluated training performance from an organizational and individual perspective using Kirkpatrick's training Evaluation Model and Jack Phillips' ROI model