

PERSONAL INFORMATION

Maija Perfiljeva

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WORK EXPERIENCE

01/2019 – current

Product Owner

Close2Real GmbH, Berlin

- Product ownership (learning management system and training content) for the Cardiology Training platform <https://ekg.training.close2real.de/>
- Instructional design reviews of the training content in collaboration with editorial team.
- Usability research: planning, facilitation and reporting

08/2016 – 12/2018

Educational Technologist

Relias Learning GmbH, Berlin

- Onboarding new Course Technologists in a remote team.
- Project management
- Setting Content Department's standard operating procedures and design standards.
- Design and development of e-learning programs for healthcare professionals in Germany and the United Kingdom, in collaboration with technical writers.

09/2013 - 04/2016

Program Manager

Amazon CS GmbH, Berlin

- Program management of the department's largest global on-boarding curriculum for Kindle Customer Service (CS) new hires and Amazon AU and NL store launches leading to measurable KPI improvement. Ownership of the full instructional design cycle: stakeholder management, project management, data-driven needs analysis and goal setting, iterative development and result evaluation from reaction to behavioural change and business impact (in collaboration with Quality Managers and Analysts).
- Relationship building with remote regional trainers and outsourced partners to ensure consistent program delivery, ongoing improvement and exchange of feedback.
- Mentoring and knowledge sharing within the team, from individual sessions to leading peer learning initiatives for cross-departmental international teams and audiences of various levels.

03/2009 – 04/2013

CS Learning and Development Specialist

Blizzard Entertainment Europe, Cork, Ireland

- Ground-up design of the onboarding curriculum for the EU CS Department following global business reorganisation and introduction of new service quality standards. Full ownership of training needs analysis on departmental and functional levels, stakeholder management, iterative design, evaluation of training outcomes (reaction, learning and behaviour changes).
- Development of the new hire certification and handover process.
- Facilitation of classroom trainings and focus groups for audiences of all levels (from CS agents to senior leadership).

07/2007 - 03/2009

HR Learning Specialist

GE Money Bank, Riga, Latvia

- Development and management of the onboarding training program (from front-line associates to senior leadership).
- Classroom training facilitation (Internal Customer Service, GE Presentation Skills, GE Leader of People).
- Facilitation of team-building events for all departments.

2003 - 2007 HR-related positions (summarised)

Riga, Latvia

- Personnel on and off-boarding
- Documentation and statistical reports
- HR support for managers and employees
- Dealing with disciplinary issues: workplace violence, harassment and substance abuse
- Candidates' CVs screening, phone interviews.
- Payroll accounting.

EDUCATION

02/2013 – 12/2015 MA in Online and Distance Education

Open University, UK

- Technology-assisted learning, educational research, innovation evaluation

10/2011 Certificate in Training & Development (Distinction)

Irish Institute of Training and Development (IITD)

- Adult Education, Training consultancy, Systematic training development

09/1998 – 06/2003 Professional Master's Degree in Teaching English as a Foreign Language

University of Latvia

- Teaching English as a foreign language; pedagogy and adult education; psychology.

SKILLS and TOOLS

Languages

Russian: native
English: fluent
Latvian: fluent
German: intermediate (B2)

Technical

- **UX / Prototyping:** AdobeXD, Figma, Invision
- **E-Learning:** Storyline 2 and 360, LMSs (Moodle, PeopleSoft, Cornerstone), Camtasia.
- **General Business:** MS Office, Jira, QuickBase, Asana, Confluence, Sharepoint,
- **Media:** Adobe Illustrator, GIMP, Inkscape

ADDITIONAL INFORMATION

2019 - CSPO Certification (SCRUM Alliance)
2011 - Certified DiSC Trainer (Inscape Training).