

# RICHARD DE LA CRUZ

## INSTRUCTIONAL DESIGNER



### CONTACT

+ (63) 9494641158

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Mandaluyong City

### CORE SKILLS

#### Instructional Design & Learning Development

ADDIE · Agile (SAM, 4MAT) ·

Curriculum Mapping ·

Storyboarding · Adult Learning

Theory · Needs Analysis ·

Evaluation (Kirkpatrick)

#### eLearning & Media Tools

Articulate Storyline & Rise 360 ·

Adobe Creative Suite

(Photoshop, Illustrator, Premiere

Pro) · Camtasia · Snag-it ·

Powtoon · MURF

#### LMS & Technical Platforms

SAP Litmos · Cornerstone ·

Axonify · Breeze Server ·

SCORM/xAPI · Microsoft Office

(PowerPoint, Excel, Word)

#### Collaboration & Project Delivery

Stakeholder Engagement · Agile

Team Collaboration · Training

Facilitation · Peer Review ·

Content QA · Communication



### PROFESSIONAL SUMMARY

Instructional Designer with 5+ years of experience delivering engaging digital learning solutions across finance, BPO, and tech industries. Proven expertise in eLearning development, ILT/WBT curriculum design, and multimedia integration using Articulate 360, Adobe Creative Suite, and multiple LMS platforms. Skilled in applying ADDIE, Agile (SAM, 4MAT), and adult learning principles to drive learner retention, streamline onboarding, and align learning strategies with business goals.



### WORK EXPERIENCE

#### Sunlife, Taguig

MAR 2025 - PRESENT

##### Instructional Designer

- Analyze business-submitted training content to ensure alignment with defined learning objectives.
- Develop ILT and WBT modules using Articulate 360, Adobe Suite, and video tools such as Camtasia.
- Apply adult learning frameworks (ADDIE, 4MAT, Agile) to create learner-centric programs across business units.
- Collaborate with SMEs to finalize content, design interactive knowledge checks, and implement rapid-learning cycles.
- Publish SCORM-compliant content on LMS and Breeze Server; test functionality and ensure technical stability.

#### TTEC, Philippines

MAR 2024- MAR 2025

##### Digital Instructional Designer

- Created 20+ interactive eLearning modules with scenario-based design, improving learner assessment outcomes.
- Applied instructional models (ADDIE, SAM) to reduce design cycles by 25% and improve delivery timelines.
- Managed SAP Litmos LMS for 500+ users; tracked engagement metrics and published 50+ support articles in Shelf.
- Collaborated with project managers to align content with KPIs and optimize training ROI.

#### Cognizant Technology Solutions, Taguig

Aug 2023 - Apr 2024

##### Marketing Manager & Specialist

- Developed microlearning content using Synthesia, Canva, and Evolve, improving retention by 15%.
- Presented learning designs to senior leadership and led needs assessments for global projects.
- Designed interactive VILT and WBT programs tailored to diverse learner groups.

# PERSONAL INFORMATION

- Date of Birth: October 10, 1995
- Civil Status: Single
- Citizenship: Filipino
- Linkedin Profile:  
[www.linkedin.com/in/richard-de-la-cruz-7782bb92](https://www.linkedin.com/in/richard-de-la-cruz-7782bb92)

# LANGUAGES

- English (Fluent)
- Filipino (Fluent)
- Ilocano

# REFERENCE

Available upon request.

# PORTFOLIO

<https://richardbdelacruz.my.canva.site/>

**Teletech Holdings, Mandaluyong** May 2022 - Aug 2023  
Marketing Manager & Specialist

- Developed microlearning content using Synthesia, Canva, and 7taps, improving retention by 15%.
- Presented learning designs to senior leadership and led needs assessments for global projects.
- Designed interactive VILT and WBT programs tailored to diverse learner groups.

**Manulife, Quezon City** May 2021 - May 2022  
Learning Experience Designer

- Redesigned onboarding programs with SMEs, boosting new hire satisfaction from 70% to 88%.
- Produced video-based training using Vyond and Camtasia; accelerated learning completion by 25%.
- Led evaluations using Kirkpatrick Model and managed LMS platforms (Cornerstone, Axonify).

**Philchema Inc, Quezon City** Aug 2018 - May 2021  
Training Specialist

- Designed and facilitated product training programs, reducing onboarding time by 30%.
- Authored technical manuals and performance assessments; collaborated with technical SMEs on updates.

**Philchema Inc, Quezon City** Aug 2018 - May 2021  
Technical Staff

- Conducted lab testing and provided feed recommendations to optimize product performance.
- Assisted in R&D trials and analyzed data for market positioning; managed testing records in Google Sheets.



# EDUCATION

**Bachelor of Science in Agricultural Biotechnology** 2012 - 2016  
University of the Philippines Los Baños, Laguna  
GWA: 2.1



# CERTIFICATIONS

**Licensed Professional Agriculturist,** 2018 - Present  
PRC, Philippines

**Human-Centered Design** 2022 - Present  
Luma Institute Practitioner