RICHARD DE LA CRUZ

INSTRUCTIONAL DESIGNER

CONTACT

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✉ chard.bdc@gmail.com

📍 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
Instructional Designer

- 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.

Teletech Holdings, Mandaluyong
Digital Instructional Designer
May 2022 - Aug 2023

- 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
Learning Experience Designer
May 2021 - May 2022

- 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
Training Specialist
Aug 2018 - May 2021

- 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
Technical Staff
Aug 2018 - May 2021

- 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
University of the Philippines Los Baños, Laguna
GWA: 2.1
2012 - 2016

CERTIFICATIONS

Licensed Professional Agriculturist,
PRC, Philippines
2018 - Present

Human-Centered Design
Luma Institute Practitioner
2022 - Present