

RICHARD DE LA CRUZ

INSTRUCTIONAL DESIGNER



CONTACT

+ 63 949 464 1158

chard.bdc@gmail.com

Mandaluyong City

CORE SKILLS

- **Instructional Design**
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 · OpenAi
- **LMS & Technical Platforms**
SAP Litmos · Cornerstone ·
Axonify
- **Collaboration & Project Delivery**
Stakeholder Engagement · SME
Engagement · Peer Review ·
Content QA



PROFESSIONAL SUMMARY

Instructional Designer with 5+ years of experience creating engaging learning experiences for the finance, BPO, and healthcare sectors. Adept in adult learning principles, ADDIE and Agile methodologies, and rapid eLearning development using Articulate Storyline, Rise 360, and Adobe tools. Proven ability to collaborate cross-functionally, meet tight deadlines, and deliver high-impact content aligned to business KPIs.



WORK EXPERIENCE

Sunlife, Taguig

FEB 2025 - JULY 2025

Instructional Designer

- Develop eLearning modules for various Line of Businesses for SUMMIT, including scenario-based case studies.
- Design gamified modules (e.g., escape room concepts) and interactive PDFs for job aids.
- Create simulations and AI-driven scenarios using tools like Openai and Storyline.
- Attend and apply learnings from Agile 101, JavaScript in Storyline, Power Automate, and Excel Macros for internal innovation initiatives.

TTEC, Mandaluyong

MAR 2024- MAR 2025

Digital Instructional Designer

- Create 20+ interactive eLearning modules with scenario-based design, improving learner assessment outcomes.
- Streamline content development by applying ADDIE and Agile to reduce production time by 25%.
- Publish SCORM-compliant modules and ensured QA readiness.
- Manage SAP Litmos LMS for 500+ users; tracked engagement metrics and published 50+ support articles in Shelf.
- Collaborate with project managers to align content with KPIs and optimize training ROI.

Cognizant Technology Solutions, Taguig

Aug 2023 - Apr 2024

Instructional Designer

- Develop microlearning content using Synthesia, Canva, and Evolve, improving retention by 15%.
- Present learning designs to senior leadership and led needs assessments for global projects.
- Design 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

LANGUAGES

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

REFERENCE

Available upon request.

PORTFOLIO

richarddlc.com

TTEC, Mandaluyong
Digital Instructional Designer

May 2022 - Aug 2023

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

Manulife, Quezon City
Learning Experience Designer

July 2021 - May 2022

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

Philchema Inc, Quezon City
Training Specialist

May 2021 - July 2021

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

Philchema Inc, Quezon City
Technical Staff

Aug 2018 - May 2021

- Conduct lab testing and provided feed recommendations to optimize product performance.
- Assist 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 Luma Institute Practitioner	2022 - Present
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