RICHARD DE LA CRUZ

INSTRUCTIONAL DESIGNER

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PROFESSIONAL SUMMARY

Results-driven Instructional Designer with **5+ years** of experience creating high-impact learning solutions for finance, BPO, healthcare, and IT sectors. Expertise in transforming complex content into engaging eLearning experiences using **Articulate Storyline, Rise 360, and AI-driven tools**. Proven track record of improving learner outcomes by up to **25%** through scenario-based design, gamification, and custom HTML/CSS/JavaScript interactions. Skilled in stakeholder collaboration, LMS administration, and leveraging AI to accelerate development workflows.

CORE COMPETENCIES

- ADDIE & Agile Methodology
- Scenario-Based Learning
- Gamification Design
- Kirkpatrick Evaluation
- Articulate Storyline & Rise
- Figma & Canva
- HTML/CSS/JavaScript
- Vyond & Video Production
- AI Tools (OpenAI, Claude)
- SAP Litmos & Cornerstone
- Curriculum Development
- Stakeholder Management

PROFESSIONAL EXPERIENCE

Freelance Instructional Designer

Self-Employed | Remote | Aug 2025 – Present

- Delivered 20+ custom eLearning modules and 10+ comprehensive training curricula for healthcare and IT clients
- Designed UI layouts, mockups, and storyboards using Figma and Canva, ensuring cohesive visual learning experiences
- Developed interactive content in Articulate Storyline and Rise 360, including custom HTML/CSS/JavaScript interactions
- Produced engaging video animations using Vyond, enhancing learner engagement and content retention
- Leveraged AI tools (OpenAI, Claude, ElevenLabs, NanoBanana) to accelerate development workflows and improve content quality

Instructional Designer

Sun Life | Taguig | Feb 2025 – Jul 2025

- Designed and developed eLearning modules for multiple business lines supporting SUMMIT platform, incorporating scenario-based case studies that improved knowledge application
- Created innovative gamified learning experiences, including escape room modules, increasing learner engagement scores by 30%
- Pioneered AI-driven training simulations using OpenAI and Storyline, reducing content development time by 20%
- Applied advanced techniques from Agile 101, JavaScript in Storyline, and Power Automate to drive innovation initiatives

Digital Instructional Designer

TTEC | Mandaluyong | Mar 2024 – Mar 2025

- Produced 20+ interactive eLearning modules featuring scenario-based design, contributing to a 15% improvement in learner assessment outcomes
- Streamlined content development workflows by implementing ADDIE and Agile methodologies, reducing production time by 25%

- Managed SAP Litmos LMS for 500+ users, tracking engagement metrics and publishing 50+ knowledge base articles
- Collaborated with project managers to align training content with KPIs, optimizing training ROI and stakeholder satisfaction

Instructional Designer
Cognizant Technology Solutions | Taguig | Aug 2023 – Apr 2024

- Developed microlearning content using Synthesia, Canva, and Evolve platforms, improving learner retention by 15%
- Led needs assessments for global projects and presented learning designs to senior leadership
- Designed interactive VILT and WBT programs tailored to diverse learner demographics and regional requirements

Digital Instructional Designer
TTEC | Mandaluyong | May 2022 – Aug 2023

- Created microlearning content using Synthesia, Canva, and 7taps, achieving 15% improvement in knowledge retention
- Facilitated stakeholder presentations and led comprehensive needs assessments for global training initiatives

Learning Experience Designer
Manulife | Quezon City | Jul 2021 – May 2022

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

Training Specialist
Philchema Inc. | Quezon City | May 2021 – Jul 2021

- Designed and facilitated product training programs, reducing onboarding time by 30%
- Authored technical manuals and performance assessments in collaboration with technical SMEs

Technical Staff
Philchema Inc. | Quezon City | Aug 2016 – May 2021

- Conducted laboratory testing and provided data-driven feed recommendations to optimize product performance
- Assisted in R&D trials and analyzed data for market positioning strategies
- Managed testing records and data documentation using Google Sheets, ensuring accuracy and traceability

EDUCATION

Bachelor of Science in Agricultural Biotechnology
University of the Philippines Los Baños | 2012 – 2016 | GWA: 2.1

CERTIFICATIONS

Licensed Professional Agriculturist | PRC, Philippines | 2018 – Present
Human-Centered Design Practitioner | Luma Institute | 2022 – Present