

SUDIPTA DE

Instructional Designer and eLearning Developer
Toronto, Ontario. Permanent Resident

+1 416 830 4765

sudipta.de@yahoo.com

Career Summary

11 years of combined experience in **instructional design, eLearning content development, and graphic design**. Have been working in the eLearning industry for the past **6 years**.

Web Profile links

- Portfolio: <https://sudipta-elearning.netlify.app/?link=portfolio>
- LinkedIn: <https://in.linkedin.com/in/desudipta>

Key Skills

- **Learning & Development:** Course design and development using e-Learning authoring suite, storyboarding, experience in working with SMEs, LMS management, adult learning, instructional design models, digital pedagogy, project management
- **Accessibility compliance:** AODA, 508, WCAG compliances
- **Applications:** Articulate Storyline 360, Rise 360, Adobe Captivate, Vyond animations, Adobe Photoshop, Adobe Illustrator, Corel Draw, Figma, Audacity, Camtasia Studio, Adobe Premiere, Audition, InDesign
- **Graphic Design:** Illustrations, infographics, posters, job-aids, interactive PDF/learning resources, facilitator's and trainee's handout design for digital and print media
- **Web Design:** Basics of HTML, CSS, Bootstrap, JavaScript

Awards

Some of my projects have been honoured:

1. **Brandon Hall Bronze Excellence Award 2021** for use of gamification and simulation in learning
2. **Honourable Mention IELA 2020** for blended learning

Experience Highlights

- **Pinchin Ltd. – INSTRUCTIONAL DESIGNER**, Full-time
Nov 2020 – Present, Mississauga, ON
www.pinchin.com

Responsibilities

1. Working collaboratively with internal and external partners to support and implement training and development for the organization
2. Analyzing the need for training and offering effective solutions to meet the goals
3. Providing support with research, recommendations, development, and administration of various courses and programs
4. Designing and developing courses, training collaterals that are consistent with the company brand, accessibility standards, but also leverage mode of delivery based on geography, and logistical constraints
5. Working independently to maintain existing learning assets ensuring currency, viability, usability on LMS
6. Participate in pilot sessions to determine the efficacy of the solutions, learning engagement and opportunities for improvement
7. Monitoring training through various evaluative methods (participation stats, completion reports, implementation, feedback) to identify opportunities for improvements

8. Partnering with stakeholders, training specialists and subject matter experts (SMEs) to design and develop training materials - online courses, training videos, job aids, facilitator's and learner's guides, interactive PDFs, PowerPoint presentations, etc.

Tools I use: Articulate Storyline 360, RISE, Camtasia Studio, Vyond, Photoshop, Canva, Cornerstone LMS

- **Artha Learning Inc. – LEARNING EXPERIENCE DESIGNER**, Full-time
Aug 2019 – Nov 2020 (1 year 4 months), Mississauga, ON

www.arthalearning.com

Responsibilities

1. Managing end-to-end design and development of a learning solution, from initial scoping to final learning product releases
2. Designing and developing online courses that are accessible and compliant with AODA
3. Managing clients through project delivery, effective communication, quality service and building a trusted relationship
4. Contributing to the development and implementation of templates, learning models, asset library and overall best practices

Tools used: Articulate Storyline 360, RISE, Camtasia Studio, Vyond, Adobe Photoshop, Illustrator, InDesign, Audition, Premiere, HTML, JavaScript, Canvas, Trello

- **Aptara New Media Pvt. Ltd. – INSTRUCTIONAL DESIGNER**, Full-time
April 2018 – August 2019 (1 year 5 months), Location: India

www.aptaracorp.com

Responsibilities

1. Leading a team of ID and Articulate Storyline developers, dedicated to the KPMG US team
2. Mentoring, coaching team members on eLearning applications and use of authoring tools and troubleshooting issues
3. Collaborating between project stakeholders, clients, development team, external vendors
4. Designing storyboards, instructional materials for client companies to support their business needs and training compliances
5. Developing course outlines, storyboards, trainer/student reference guides, microlearning activities, presentations for ILT, course templates, checklists, practice activities, assessments
6. Collaborating with the HTML programmers to design user interfaces (UI and UX) of the online courses
7. Reviewing courses to ensure quality and standard of delivery

Tools used: Articulate Storyline, Adobe Captivate, Camtasia Studio, Vyond, Photoshop, HTML, Zoho

- **Learn2Earn Solutions Pvt. Ltd. – INSTRUCTIONAL DESIGNER**, Full-time
Apr 2017 – April 2018 (1 year 1 month), Location: India

Responsibilities

1. Communicating with clients to analyze training requirements, learning gaps, and then recommending effective solutions
2. Designing learning path, curriculum, storyboard, template, guidelines, and checklists
3. Writing scripts for audio/video content, editing multimedia resources
4. Developing software simulations, interactive courses, assessments
5. Reviewing courses before delivery to ensure quality for standard

Tools used: Articulate Storyline, Camtasia, PowToon, Photoshop

- **Anudip Foundation for Social Welfare – eLEARNING CONTENT DEVELOPER**, Full-time
Apr 2016 - March 2017 (1 year), Location: India

www.anudip.org

Responsibilities

1. Designing storyboards, developing digital learning content – online courses, video tutorials, podcasts, reference materials, assessments and quizzes
2. Designing graphics - characters, background, animation, templates, user-interface mock-ups
3. Scripting and recording voice-over for narrated content, story-based courses
4. Audio and video editing for video tutorials, podcasts
5. Photographing - to build the media library and custom footage as required for the courses

Skills used: Articulate Storyline 1.0 and 2.0, Adobe Captivate, Camtasia, Photoshop, Flash Animations

- **Freelance Work in Graphic and Web Design**

Nov 2013 – January 2017 (3 years)

1. **Graphic Design:** Designing logos and advertisement materials for companies in different formats - print, web, social media
2. **Website Design:** www.transformerwellness.com – Designed and hosted website, brand, and interface
3. **Publishing:** Designed book covers, magazine covers and story illustrations for www.power-publishers.com

- **Taaza Infotainment Pvt. Ltd. – GRAPHIC DESIGNER**, Full-time

Sep 2014 - Jan 2016 (1 year 5 months), Location: India

Responsibilities

1. Designing logos, magazine covers, posters, hoardings, leaflets, brochures, booklets, calendars, weekly advertisements, social media graphics, and web promotional materials
2. Providing design concepts and fresh ideas for television shows and promotional events

Skills used: Adobe Photoshop, Corel Draw, InDesign, content writing

- **PricewaterhouseCoopers Pvt. Ltd. – ASSOCIATE**, Full-time

Sep 2010 - Oct 2013 (3 years 2 months), Location: India

<https://www.pwc.in/sdc.html>

Responsibilities

1. Developing brand-compliant graphic materials, presentations, and web documents
2. Transforming complex content, process work-flow into visually appealing elements such as infographics, flowcharts, and custom animation

Skills: HTML, CSS and Dreamweaver, MS Word, PowerPoint, Excel, Photoshop, InDesign

Academic Highlights

- **Masters in Environmental Science**
Vidyasagar University, India • 2009 - 2011 (2 years)
- **Bachelor in Zoology (Honors)**
The University of Calcutta, India • 2006 - 2009 (3 years)

Professional Certificates

- **Instructional Design Certificate** from George Brown College, Canada • 2021
- **Adult Learning Fundamentals Course** from George Brown College, Canada • 2020
- **Photography** – Photographic Association of Dum Dum, India • 2011 - 2012
- **Diploma in Multimedia** – Arena Animation (Aptech), India • 2006 - 2010
- **Advance Diploma in Fine Arts** – All India Fine Arts Association, India • 2001 - 2003