

Swetha Baskaran

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EDUCATION

University of Massachusetts, Amherst

Masters in Education - Learning, Media & Instructional Technology - GPA 4/4

Sep. 2022 - Dec. 2023

Amherst, MA, USA

Amity University

Bachelor of Arts - Film and Video Production - CGPA 9.02

Aug. 2016 - Jun. 2019

Noida, India

PROFESSIONAL EXPERIENCE

Intuit

Program Manager - Instructional Designer Intern

May. 2023 - Sep. 2023

Mountain View, CA, USA

- Led the strategic development and programming of a micro-learning game focusing on customer persona utilizing Articulate Storyline, aimed at bolstering Cyber Security Awareness.
- Identified inclusive, scalable security program curriculum rooted in adult learning theories and ADDIE Model, elevating customer learning experiences, enhancing engagement, and deepening product knowledge.
- Facilitated data-driven decision-making processes within the instructional design, product and engineering teams leveraging vital learning metrics and performance analytics to achieve 35% increase in security compliance rates.
- Deployed preliminary and follow-up evaluations, revealing a 45% upsurge in participant experience engagement and generated summary for project presentation

University of Massachusetts - Peer Health Education

Graduate Project Assistant

Aug. 2022 - Dec. 2023

Amherst, MA, USA

- Co-led a credited internship for 10 peer health educators, covering curriculum, virtual training, generating newsletters, workshops and recruitment.
- Managed social media accounts, curating video content, training interns on best practices and evaluating campaigns to optimize engagement and reach.

Eduflic Digital

Program Manager - Senior Instructional Designer

Jun. 2020 - Jul. 2022

Chennai, India

- Directed projects from inception to deployment, streamlining learning needs, schedules, logistics, and resources to ensure execution with vigilant risk management using agile methodologies.
- Designed captivating customer-facing training solutions including user stories, storyboards, gamification, 3D simulations, infographics and e-learning modules with Articulate Storyline and Adobe Creative Suite.
- Implemented continuous improvement initiatives from data analysis, resulting in a 45% increase in employee knowledge retention and a 20% reduction in training costs.
- Transformed onboarding, product education and sales training to prioritize user-centric, product-led experiences with KPI-driven optimization using ADDIE, ARCS and KIRKPATRICK model
- Efficiently collaborated with e-Learning vendors and third-party developers, streamlining content creation and testing, achieving accuracy within shortened timelines
- Assisted in the utilization of inclusive developmental tools by conducting in-depth quality analysis, prototype design, and testing for high-end simulation-based learning modules with 98.18% accuracy.

Galatta Media Production

Executive Video Producer & Content Manager

Jan. 2019 - Mar. 2020

Chennai, India

- Led and guided a video production team, directing end-to-end production processes, collaborating with stakeholders to establish equipment standards and editing protocols, resulting in streamlined workflows.
- Developed video and content schedules, conducted a high-end analysis of social media databases, and achieved 90% increase in YouTube customer views through targeted audience engagement strategies.

TECHNICAL SKILLS

Authoring Tools: Articulate Storyline, Rise 360, Vyond, Adobe Creative Suite, Unity, LMS Data Management, Graphic Animation, Figma, LMS SCORM, JavaScript, Power BI, Business Model Canvases, Keynote, Asana, Excel, Microsoft Teams

Learning Management System: Docebo, Skilljar, Canvas, Moodle, Blackboard, Degreed, Skillsoft

Campus Involvement: Teaching Assistant - Student Success, Publicity Chair - Student Advising Committee