

# Toby Zhang

## Portfolio Website

BROSSARD J4Z 3C0 | TOBYZJX@GMAIL.COM

## Experience

### **Learning Experience Consultant – Chestnut Academy (April 2024 – July 2024 Remote)**

- Identified optimal learning solutions and crafted strategic plans to meet client needs.
- Created high-quality learning materials, videos, and courses in collaboration with subject-matter experts.
- Helped instructors with video and audio recording to ensure high-quality learning products.
- Managed and completed video projects within 2 months, meeting all deadlines and goals.

### **Instructional Designer – ALSTOM (Jan.2023 – Apr. 2024 Montreal)**

- Conducted comprehensive training needs analysis, identifying skill gaps and implementing targeted learning solutions.
- Designed and developed a new hire orientation program (in-person and virtual) with an 86% satisfaction rate.
- Created a leadership development program using inquiry-based learning to drive problem-solving aligned with business goals.
- Managed the LMS and authoring tools, ensuring effective publishing, tracking, and reporting of e-learning modules.
- Developed and updated training materials like presentations, manuals, and e-learning modules.

### **Director of Multimedia Department – SA Institute (April 2019 – Apr. 2020 Montreal)**

- Designed and implemented engaging online courses using ADDIE and SAM models, improving learning outcomes.
- Supervised and mentored 20 interns, resulting in enhanced design skills and improved project quality.
- Led multimedia projects and events, ensuring timely, on-budget completion and adherence to high-quality standards.
- Collaborated with department directors to develop multimedia assets for business initiatives, achieving marketing objectives.

### **Multimedia Developer – SA Institute (June 2018 – Apr. 2020 Montreal)**

- Developed multimedia learning materials with Adobe Creative Suite, including animations and explainer videos.
- Increased learner engagement by implementing interactive quizzes and simulations with H5P.
- Created interactive content using InDesign and PDF tools, incorporating fillable forms and quizzes for an enhanced learning experience.
- Produced promotional videos with Adobe Premiere Pro, resulting in a 20% increase in student enrollment inquiries.

### **English Instructor – Web International English (Oct. 2017 – Jun. 2018 Chongqing)**

- Designed and implemented engaging English language curricula tailored to diverse student needs, incorporating multimedia resources and interactive activities to enhance learning outcomes.
- Assessed student language proficiency and learning styles to create customized lesson plans and instructional materials.
- Utilized innovative teaching methods, such as role-playing, group discussions, and digital tools, to foster an interactive and immersive learning environment.
- Regularly reviewed and updated instructional materials based on student feedback and performance metrics, ensuring relevance and effectiveness.

## Skills

**E-learning:** Adobe Captivate / Articulate Storyline / Elucidat / Storyboarding

**Instructional Design:** LMS / Needs Analysis & Assessment / ID Models and Theories / Problem-solving / Generational Communication / Project Management

**Graphic Design:** Adobe Photoshop / InDesign **Video Editing:** Adobe Premiere Pro / After Effects

**Coding:** HTML / CSS / Python / Javascript **Immersive Experience:** Unity3D / Uptale / Blender

## Education

**Virtual Reality & Augmented Reality Specialist**, Champlain College, Dec. 2022

**Master of Education in Online Learning & Teaching (GPA 4.26/4.3)**, Thompson Rivers University, June 2022

**Diploma in Computer Graphics**, Pius Culinary Institute and Business Centre, Aug. 2017

**Bachelor of Arts in Education**, Chongqing Normal University, June 2016

## Language

English / Mandarin