

Toby Junxiang Zhang

Experience

Instructional Designer – Alstom

Jan. 2023 – Apr. 2024, Montreal, QC, Canada

- Conducted training needs analysis to identify gaps in knowledge and skills among learners, and developed solutions to address these gaps using various learning methods and technologies.
- Spearheaded the design and development of a comprehensive new hire orientation program, including in-person sessions and an engaging virtual sessions. This program enhanced employer branding awareness and addressed the Talent Acquisition Team’s needs.
- Led leadership development program using inquiry-based learning. Designed sessions that sparked leader curiosity in organizational challenges, fostering proactive problem-solving and aligning development with business goals.
- Developed and maintained a variety of training materials, including presentations, manuals, and e-learning modules, to support both in-class and virtual training delivery.
- Managed the LMS and authoring tools to publish training materials and e-learning modules, register learners, track learning progress, and extract data to generate post-training reports. Analyzed learning completion rates and ROI to demonstrate program effectiveness and meet departmental audit needs.

Director of Multimedia Department – SA Institute

Apr. 2019 – Apr. 2020, Montreal QC, Canada

- Collaborated with subject-matter experts to create engaging online courses aligned with learning objectives, utilizing the ADDIE model for project management.
- Supervised and trained a team of 20 student interns on design and e-learning projects, fostering their skills and contributing to improved project quality.
- Managed and oversaw multimedia projects and school events, ensuring timely completion within budget and high-quality standards through effective team leadership and collaboration.
- Partnered with directors across various departments to translate business initiatives and advertising campaigns into compelling multimedia assets, ensuring brand alignment and marketing objectives.

Multimedia Developer – SA Institute

June 2018 – Apr. 2020, Montreal QC, Canada

- Utilized Adobe Creative Suite (Photoshop, Illustrator, After Effects) to craft engaging and interactive multimedia learning materials, including animations and explainer videos.
- Pioneered the use of interactive quizzes and simulations developed in digital tools like H5P to create engaging and effective assessments.
- Mastered InDesign and online PDF editing tools to craft engaging and interactive learning materials with fillable forms, quizzes, and hyperlinks.
- Leveraged Adobe Premiere Pro to create compelling promotional videos showcasing the school's offerings and student success stories. Managed and optimized social media channels using these videos, achieving a 20% monthly increase in student enrollment inquiries.

Education

Virtual Reality & Augmented Reality Specialist

Dec. 2022, Montreal QC, Canada

Champlain College

Thompson Rivers University (Educational Projects)

June 2022, Kamloops BC, Canada

Master of Education (GPA 4.26/4.3)

Focus on online curriculum and learning:

Curriculum, Teaching and Learning (A+) Designing Multimedia for the Curriculum (A+)

Educational Technology in the Curriculum (A) Inquiry Across Curriculum (A+)

Computer Graphics

Aug. 2017, Montreal QC, Canada

Pius Culinary Institute & Business Centre

Bachelor of Arts in Education

June 2016, Chongqing, China

Chongqing Normal University

Portfolio

tobyzjx@gmail.com
514-513-9058

Projects

[AR Pet Simulation](#)

[VR Hotel Training](#)

[VR Game](#)

[360 Virtual Tour](#)

[360 Video](#)

[WordPress Website](#)

[AR Storytelling](#)

Skills

Coding

HTML & CSS

Javascript

Python

Immersive Experience

Blender

Unity 3D

Uptale

Graphic

Adobe Photoshop

Adobe InDesign

Canva

Video

Adobe Premiere Pro

Adobe After Effects

DaVinci Resolve

e-Learning

Elucidat

Articulate Storyline

Adobe Captivate

Language

English (Fluent)

Mandarin(Fluent)

French(Beginner)