

Arturo Aguilera
3020 SW 187th Terrace, Miramar, FL 33029
Phone: 754.202.6299
E-mail: aguilera907@gmail.com
LinkedIn: <https://www.linkedin.com/in/arturoaguilera1/>
Website: <http://www.arturoaguilera.net>

PROFESSIONAL SUMMARY

A results-driven Senior Instructional Designer and E-Learning Developer with over 20 years of experience in creating innovative, engaging, and effective learning solutions. Expertise in the full instructional design process, including needs analysis, curriculum development, and the creation of interactive e-learning modules. Proven ability to work with cross-functional teams to deliver training solutions aligned with organizational goals, using various learning technologies and authoring tools. Adept at creating learner-centric, blended learning programs to enhance employee performance and achieve measurable results. Multi-language developer with a user-experience focus on design development.

CORE COMPETENCIES

- Instructional Design Models (ADDIE, SAM, Bloom's Taxonomy)
 - E-Learning Development (Articulate 360, Adobe Captivate, Camtasia, Lectora)
 - Learning Management Systems (Moodle, Blackboard, Cornerstone, SAP Litmos)
 - Storyboarding and Scriptwriting
 - Blended Learning Solutions (ILT, VILT, B-ILT)
 - Interactive Content Design and Gamification
 - Adult Learning Principles (Andragogy)
 - Training Needs Assessment and Evaluation (Kirkpatrick Model)
 - Project Management (Agile, Scrum, Waterfall, and Rapid)
 - Video/Multimedia Production and Editing (Scripting and Production)
-

TECHNICAL PROFILE

- E-Learning Tools: Articulate 360, Adobe Captivate, Lectora, Camtasia, DomiKnow Claro, OnDemand, Skillsoft
- LMS: Moodle, Blackboard, SAP Litmos, Cornerstone, SuccessFactors
- Multimedia Tools: Adobe Premiere Pro, Photoshop, Audacity, Adobe Creative Suite, Vyond, Camtasia, SnagIt
- Web Development: HTML5, CSS, JavaScript, SCORM, Dreamweaver
- Project Management Tools: Jira, Asana, Trello, Workday
- Artificial Intelligence (AI) voice generation, content generation, RISE and Storyline

PROFESSIONAL EXPERIENCE

Sr. Instructional Developer

INTUITIVE SURGICAL | Remote

April/2024 – Present

- Designed and developed interactive, multimedia-rich e-learning modules for healthcare professionals, covering patient safety, clinical compliance, and medical compliance training.
- Collaborated with SMEs to develop accurate and engaging content that adheres to regulatory standards while remaining user-friendly for a diverse workforce.
- Created responsive e-learning content optimized for mobile devices, increasing accessibility and learner participation by 40%.
- Used Articulate Storyline and Adobe Captivate to create branching scenarios, simulations, and assessments that resulted in higher engagement and knowledge retention rates.
- Supported LMS integration and administration, ensuring seamless delivery and tracking of e-learning courses across multiple healthcare facilities.
- Conducted usability testing and gathered learner feedback to enhance course content and design, ensuring alignment with learning objectives and goals.

E-learning Developer

IRON MOUNTAIN | Remote

January 2023 – September 2023

- Lead the design and development of complex e-learning and blended learning programs for a global audience, focusing on software training, leadership development, and compliance.
- Manage a team of instructional designers and developers, providing mentorship, oversight, and guidance to ensure all projects meet quality standards and align with learning objectives.
- Managed the implementation of gamified learning experiences, increasing learner engagement and improving course completion rates by 30%.
- Collaborate closely with Subject Matter Experts (SMEs) and stakeholders to ensure content accuracy and relevance, translating complex technical information into learner-friendly formats.
- Oversee the development of microlearning modules, improving retention and accessibility by offering targeted, bite-sized learning experiences across mobile and desktop platforms. Utilize learning analytics to continuously monitor and refine course effectiveness, providing data-driven recommendations for instructional improvements.
- Lead the adoption of adaptive learning technologies to personalize the learning experience, resulting in a 20% reduction in learner time-to-competency.
- Ensure all courseware complies with SCORM/xAPI standards and integrates seamlessly with enterprise LMS platforms (Moodle, Blackboard).
- Translated e-learning courses into multiple languages (German, Spanish, and Portuguese)
- Managed LMS platforms (Moodle, Blackboard).
- Translated e-learning courses into multiple languages (German, Spanish, and Portuguese)

Senior Instructional Designer and E-Learning Developer

ARTURO AGUILERA E-LEARNING SERVICES | Remote

September 2023 – April 2024

- Provided instructional design and e-learning development services to various clients in industries, including education, healthcare, and corporate training.
- Developed custom e-learning modules and curriculum frameworks, leveraging expertise in adult learning theory to address client-specific training needs.
- Worked closely with stakeholders to design blended learning solutions, integrating instructor-led training, webinars, and digital content for a comprehensive learning experience.
- Delivered consulting services on LMS implementation, advising on the best platforms, configuring systems, and training internal teams to manage many learning environments effectively.
- Updated courseware to stay aligned with industry trends, introducing new interactive elements such as gamified assessments and badging systems to increase learner motivation.
- Implemented responsive design techniques for mobile and tablet compatibility, improving course accessibility across devices.

Senior Instructional Designer and E-Learning Developer

OKTA | Remote

JUNE 2021 – DECEMBER 2022

- Designed and developed interactive e-learning modules for internal clients using Articulate Storyline and Adobe Captivate, increasing course completion rates by 25%.
- Collaborated with subject matter experts (SMEs) to translate complex content into engaging learning experiences aligned with learning objectives.
- Created assessments, quizzes, and interactive scenarios to measure learner performance and ensure retention of key concepts.
- Managed end-to-end instructional design projects, from needs analysis to deployment, ensuring timely delivery and adherence to learning goals.
- Conducted user testing and feedback sessions to refine course materials and improve the overall learning experience.
- Designed microlearning modules for mobile learning, reducing content overload and boosting learner engagement.
- Worked with the LMS administrator to upload courses, track learner progress, and troubleshoot technical issues.
- Built simulations, branching scenarios, and gamified elements that increased learner interaction and satisfaction.
- Conducted needs assessments and data-driven analysis to identify learning gaps and propose solutions.
- Led training sessions for trainers and facilitators on effective use of e-learning materials.
- Designed and developed interactive e-learning modules for internal clients using Articulate Storyline and Adobe Captivate, increasing course completion rates by 25%.

Senior Instructional Designer and E-Learning Developer

AMAZON | Remote

NOVEMBER 2019 – MAY 2021

- Lead the design, development, and implementation of e-learning courses and blended learning programs for various departments, ensuring alignment with business goals.
- Conducted in-depth needs assessments and collaborated with subject matter experts (SMEs) to create targeted learning objectives and curricula.
- Develop engaging and interactive content using Articulate 360, Adobe Captivate, and Camtasia, incorporating simulations, scenario-based learning, and gamified activities to enhance learner engagement.
- Evaluate the effectiveness of training programs through Kirkpatrick's Four Levels of Evaluation, gathering and analyzing feedback to continuously improve course offerings.
- Manage end-to-end instructional design projects, ensuring deadlines are met and content is delivered within scope and budget.
- Provide coaching and mentorship to junior instructional designers and e-learning developers.
- Collaborated with subject matter experts (SMEs) to translate complex content into engaging learning experiences aligned with learning objectives.
- Created assessments, quizzes, and interactive scenarios to measure learner performance and ensure retention of key concepts.
- Managed end-to-end instructional design projects, from needs analysis to deployment, ensuring timely delivery and adherence to learning goals.
- Conducted user testing and feedback sessions to refine course materials and improve the overall learning experience.
- Designed microlearning modules for mobile learning, reducing content overload and boosting learner engagement.
- Worked with the LMS administrator to upload courses, track learner progress, and troubleshoot technical issues.

Instructional Designer and E-Learning Developer

ORACLE | REMOTE

JUNE 2014 – NOVEMBER 2019

- Designed and developed e-learning courses on various subjects, using instructional design methodologies to create visually appealing and interactive content.
- Collaborated with cross-functional teams, including IT, HR, and marketing, to deliver custom training solutions that address specific organizational needs.
- Utilized Adobe Captivate and Lectora to create simulations, quizzes, and scenario-based assessments to test learner knowledge and retention.
- Managed multiple projects simultaneously, prioritizing tasks and working with stakeholders to ensure timely completion of deliverables.
- Created SCORM-compliant content and integrated it into the organization's learning management system (LMS).
- Built simulations, branching scenarios, and gamified elements for learner better interaction
- Conducted needs assessments and data-driven analysis to identify learning gaps and propose solutions.
- Implemented responsive mobile and tablet compatibility design techniques, improving course accessibility across devices.
- Led training sessions for trainers and facilitators on effective use of e-learning materials

Instructional Designer and E-Learning Developer

Blue Cross Blue Shield of Jacksonville | REMOTE

April 2013 – May 2014

- Developed SCORM-compliant e-learning courses in various LMS platforms like Moodle and Blackboard, ensuring smooth integration and tracking.
- Built simulations, branching scenarios, and gamified elements that increased learner interaction and satisfaction.
- Conducted needs assessments and data-driven analysis to identify learning gaps and propose solutions.
- Implemented responsive mobile and tablet compatibility design techniques, improving course accessibility across devices.
- Led training sessions for trainers and facilitators on effective use of e-learning materials.
- She assisted the senior instructional design team in creating course outlines and storyboards for online courses.
- Developed PowerPoint presentations and supporting materials for instructor-led training.
- Conducted usability testing and learner feedback analysis to enhance course effectiveness.

E-Learning Manager

CHICOS, FAS | Remote

December 2009 – February 2013

- Developed video learning tools to be implemented with LMS courses
- Managed the e-Learning development process, including audio, video, animation, and storyboarding
- In charge of designing, selecting, authoring, developing, deploying, administering, and reporting on electronic and paper-based courseware
- Consulted and communicated with internal departments, field partners, training managers, and external vendors to determine appropriate training remedies for perceived/demonstrated skill gaps
- Created module using Articulate, Articulate Storyline and Captivate
- Created materials to be used in the classroom (PowerPoint presentations, instructor guides, participant guides, quick guides, and job aids)
- Edited video and audio to be used in classroom presentation
- Provided technical assistance to peers and supervisors
- Created e-learning modules using a rapid methodology
- Partnered with a voice talent company to produce audio scripts for e-learning modules
- Assisted external companies that created additional e-Learning Modules
- Assisted with LMS issues

EDUCATION

Master's in Business Administration (MBA)

Hodges University, Naples, FL | 2018

Bachelor of Arts in Business Administration

Hodges University, Naples, FL | 2014

CERTIFICATIONS

- ATD Certified Learning Designer
- Certified HPI (Human Performance Improvement)
- ATD Training Certificate
- ASTD Project Manager for Trainers
- IC3 Certified – Core Computing, Key Applications
- IC3 Certified – Living Online
- Instructor, ICW Associate Site Designer, E-Commerce Specialist
- Adobe Certified Instructor – Captivate
- Microsoft Office Specialist
- Microsoft Certified Trainer (MCT)
- CompTIA Certified Technical Trainer (CTT+)
- Certified Professional Instructor
- Adobe Certified Associate – Dreamweaver
- Adobe Certified Associate – Flash,

PROFESSIONAL AFFILIATIONS

- Association for Talent Development (ATD)
- eLearning Guild
- International Society for Technology in Education (ISTE)