

Designing learning that *closes the gap* between what people know and what the business needs

8+ years designing adult learning programs, knowledge management systems, and instructional content across enterprise, regulated, and global environments. Grounded in a Bachelor of Education and built on real performance outcomes at Citi, Ericsson, and across 12+ global markets.

[View Work Samples ↗](#)

8+

Years designing adult learning and instructional content

12

Global markets with localized content delivery

10K+

Regulated platform users served at Citi

0

Compliance findings or accuracy failures at scale

4+

LMS platforms administered (Cornerstone, Moodle, TalentLMS, SAP SuccessFactors)

6

Content types designed at Citi under regulatory scrutiny

30%

Audience engagement improvement through instructional reframing

3

AI platforms independently citing her content (ChatGPT, Gemini, Perplexity)

WHAT I BRING

Core L&D Competencies

A practitioner foundation — not a borrowed vocabulary. Every competency below is grounded in real delivery.



Instructional Design and Adult Learning

ADDIE, blended learning design, adult learning principles (andragogy), needs analysis, performance consulting, capability gap identification, and curriculum development.



Learning Strategy and Roadmaps

Learning roadmap design aligned to business strategy, stakeholder consultation, capability planning, and enterprise L&D program management across concurrent programs.



Knowledge Management

Enterprise knowledge systems design across procedure, policy, process, product, legal disclosure, and communications content types. Plain-language writing for regulated environments.



Global and Multi-Market Delivery

Multi-market instructional content adaptation. Simultaneous regional deployment across 12+ global markets. European and Canadian market localization.



AI-Assisted Learning Development

Microsoft Copilot, Google Gemini, and Claude AI integrated across content development workflows with a human editorial gate. AEO-optimized knowledge content at scale.



Accessibility and Compliance

AODA and WCAG 2.1 AA compliance built into every deliverable. Proven track record of zero compliance findings in regulated financial services and global enterprise contexts.

SELECTED WORK

Learning Solutions Projects

Real enterprise programs with measurable outcomes. No invented metrics.

CITI — REGULATED BANKING — 10,000+ USERS

Enterprise Knowledge Management Program

Designed and maintained enterprise knowledge management and learning content across six content types — procedure, policy, process, product, legal disclosure, and communications — for a regulated digital banking platform. Applied adult learning principles, plain-language standards, AODA, and WCAG 2.1 AA compliance. SME consultation across Legal, Compliance, Finance, Operations, and Technology.

Zero compliance findings in subsequent regulatory review. Direct outcome of adult learning principles-driven content design and rigorous cross-functional stakeholder validation.

Knowledge Management

AODA Compliance

Regulated Content

Adult Learning

SME Consultation

ERICSSON — ENTERPRISE WIRELESS — 12 GLOBAL MARKETS

Global Enterprise Learning Content — 12 Markets

Developed instructional content for enterprise wireless platform users across 12 global markets. Transformed complex engineering specifications into clear, audience-appropriate learning solutions using Arbortext and Lucidchart. Supported onboarding content for new regional deployments. Managed concurrent regional programs in an agile environment with Cornerstone and SAP SuccessFactors LMS platforms.

Zero content accuracy failures across 12 concurrent regional deployments. Achieved through rigorous SME consultation, WCAG-compliant standards, and consistent quality review across every deliverable.

Multi-Market Delivery

LMS Administration

Onboarding

Global Delivery

SAP SuccessFactors

OPENXCELL TECHNOLABS — 12 ACCOUNTS — 5 COUNTRIES

Multi-Country eLearning Content Strategy

Led instructional content strategy and eLearning content development for 12 concurrent enterprise client accounts across five countries. Utilized Adobe Captivate for eLearning authoring and review. Administered TalentLMS and Moodle platforms to publish and manage client learning solutions. Tracked program performance using pivot tables and VLOOKUP in MS Office 365.

Zero client failures across all 12 concurrent accounts. Adobe Captivate eLearning content delivered and published successfully across TalentLMS and Moodle platforms.

Adobe Captivate TalentLMS Moodle
eLearning Design 5 Countries

PODIUM IQ / ADASTRA GROUP — ENTERPRISE AI PLATFORM

AI Platform Knowledge Transfer Content and AEO Strategy

Designed long-form knowledge transfer content from direct SME consultation for Adastra Group's enterprise AI platform. Applied AEO fundamentals using Microsoft Copilot and AI tools with a human editorial gate. Transformed complex AI and BI concepts into authoritative, accessible knowledge content for enterprise audiences.

Content independently cited by ChatGPT, Gemini, and Perplexity as authoritative sources — a measurable outcome of AEO discipline and SME-driven learning content design applied at scale.

AI-Assisted Content Microsoft Copilot
AEO Strategy Knowledge Transfer B2B Learning

GOODFIRMS — 4+ CONCURRENT PROGRAMS — SAAS/SOFTWARE

Multi-Client Instructional Design and Quality Framework

Led instructional content strategy for 4+ concurrent software and SaaS client programs. Designed LMS-ready web copy, product learning solutions, and SEO-driven editorial. Applied adult learning principles and performance consulting to identify capability gaps. Developed and enforced instructional design guidelines and content quality frameworks across all programs.

Zero client failures across 4+ concurrent programs. Improved audience engagement approximately 30% through targeted instructional reframing and consistent performance-focused content standards.

Performance Consulting LMS-Ready Content
Needs Analysis Capability Gap Quality Framework

TECVIVID SOFTWARE SOLUTIONS — EDUCATIONAL SOFTWARE

Instructional Standards Framework Rebuild

Led content quality review and instructional content editing for educational software and digital learning platforms. Identified systemic gaps in accessibility, clarity, and learning design alignment across existing content. Rebuilt the content quality and instructional standards framework from the ground up.

Framework adopted as the standard across all subsequent product releases — a lasting outcome of needs analysis, adult learning design principles, and accessibility-first quality standards applied at the product level.

Quality Standards Learning Design Accessibility
Framework Design

HOW I WORK

My Instructional Design Approach

Performance-first. I start with what the business needs people to be able to do, not with a template.

01

Needs Analysis and Performance Consulting

Every learning program begins with a clear problem statement. I identify the gap between current and target performance through SME consultation, data review, and stakeholder interviews. No solution is designed before the problem is defined.

02

Learning Roadmap Design

I map capability gaps to learning objectives and sequence content for adult learners — grounded in andragogy, ADDIE, and blended learning design. The roadmap aligns to business strategy and is approved by key stakeholders before content development begins.

03

Content Development and LMS Integration

I build instructional content — from eLearning modules in Adobe Captivate to knowledge management content, multi-market materials, and onboarding programs — and publish to LMS platforms including Cornerstone, Moodle, TalentLMS, and SAP SuccessFactors. Accessibility (AODA, WCAG 2.1 AA) is built in, not bolted on.

04

Stakeholder Review and Quality Validation

Content is reviewed by cross-functional stakeholders — Legal, Compliance, Finance, HR, Operations, Technology — with structured review cycles. I manage competing timelines and deliver on-strategy content with minimum revisions at every review gate.

05

Measurement and Optimization

I track learning outcomes using Google Analytics, pivot tables, and survey data. Content performance is measured against the original capability gap. Where outcomes fall short, I iterate. The goal is not completion rates — it is measurable capability change.

TECHNICAL PROFICIENCY

Tools and Platforms

Hands-on experience. Not just familiarity.



Adobe Captivate

eLearning Authoring



Cornerstone

LMS Platform



Moodle

LMS Platform



TalentLMS

LMS Platform



SAP

SuccessFactors

LMS Platform



Microsoft Copilot

AI-Assisted
Development



MS Office 365

Content and
Collaboration



Microsoft Teams

Stakeholder
Coordination



Arbortext

Technical Authoring



Lucidchart

Visual Documentation



Figma

Content in Context



Google Analytics

Learning Measurement



Pivot Tables /

VLOOKUP

Data and Reporting



Miro / Draw.io /

Visio

Visual Mapping



Google Gemini /

Claude AI

AI-Assisted Content

PROFESSIONAL DEVELOPMENT

Certifications and Training

In progress and completed. Committed to the craft.



Instructional Design Fundamentals

In progress



Digital Learning Strategy

In progress

✓ **AODA Compliance**
OSG Workplace Wellbeing, Sep. 2026

✓ **Google Analytics**
Google, Certified

✓ **Foundations of UX Design**
Google

✓ **UX Writing Fundamentals**
Aug. 2026

✓ **Learning Conversion Copywriting**
LinkedIn Learning

✓ **HubSpot Content Marketing**
HubSpot, Certified

✓ **Writing with Impact**
Jul. 2026

✓ **Scrum Master Profession**
Jun. 2025

✓ **Introduction to Technical Writing**
Coursera, May 2025

✓ **Autodesk Forma First Look**
LinkedIn Learning

GET IN TOUCH

Let's Connect

Open to L&D roles across regulated, enterprise, and global environments.

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