



# GABRIELA RODRIGUES

Instructional Designer & eLearning Developer

## ABOUT ME

I am a trilingual Instructional Designer & eLearning Developer who designs polished and thoughtful learning experiences. I have a strong background in Organizational Development and its human resource management initiatives and am enthusiastic about providing exceptional employee onboarding experiences by leveraging the Employee Value Proposition and creating supportive corporate environments.

## CONTACT

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[LinkedIn Profile](#)

[Website](#)

## SKILLS

- Strong work ethic
- Strong communication and organizational skills
- Excellent interpersonal and cultural skills
- Skilled in: Visual Design, Web Design, LMS, Camtasia, Authoring tools
- Positive, empathic, warm, and community-minded team player
- Trilingual: Portuguese (native), English and Spanish (both fluent)

## EDUCATION

### Master Degree in Language and Culture

Federal University of Bahia, Brazil

### Bachelor in Speech Language Pathology

State University of Bahia, Brazil

## COURSES AND CERTIFICATIONS

### Learning Experience Design: From Ideas to Impact

NovoEd (2021)

### Using Neuroscience for More Effective L&D

LinkedIn Learning (2021)

### How to design and deliver training programs

LinkedIn Learning (2021)

### Leaders of Learning

Harvard Graduate School of Education (2021)

### Instructional Design Foundations and Applications

University of Illinois at Urbana-Champaign (2021)

## WORK EXPERIENCE

### Freelance Instructional Designer & eLearning Developer

Self-employed | October 2021 – Present

### Organizational Development Manager

Onyx Global, United States (remote) | July 2021 – October 2021

- Collaborated with founder to understand technical job duties, responsibilities, and developed job description for new positions
- Developed Employee Value Proposition and designed the recruitment process flow, from job posting to onboarding
- Designed and developed the onboarding experiences in the metaverse environment for Onyx University VR Campus
- Oversaw and collaborated in Instructional Design projects

### Instructor & Student Development Manager

Future Business Learning, Panamá | Jan 2015 – July 2021

- Hired, trained and managed a team of 11 corporate language instructors who successfully developed and delivered in-company

classes with a Customer Satisfaction rate of 95% and a Performance Rate of 93%

- Mentored new employees regarding job details and expectations in a peer-friendly way and worked as a servant leader
- Identified strengths in proactive employees, delegating new responsibilities and tasks that contributed to their growth within the company
- Innovated by implementing a blended learning approach for trainings for the first time in the company
- Revamped, updated and expanded existing training materials to reflect current trends
- Led training efforts by conducting needs assessment for training materials/sessions, tutorials, job aids and manuals, followed by their design, development, implementation and evaluation
- Familiarized self with wide array of internal processes and policies and restructured the position by creating more effective systems for each process, maximizing productivity
- Self-started and implemented the use of visual-appealing interactive dashboards to present student metrics and provide data-driven advice

### **Corporate Language Instructor**

Future Business Learning, Panamá | January 2014 to December 2014

- Conducted end to end learning experiences. Designed, developed and facilitated corporate classes to 70+ business professionals and adult language learners of different nationalities, with a varied language and cultural background
- Evaluated effectiveness of lesson plans by conducting formative and summative assessments and iterated instructional materials
- Applied adult learning theories to improve learning outcomes (andragogy, self-directed learning, experiential learning etc)
- Served as a Subject Matter Expert (SME) for all Portuguese related issues

### **English Instructor**

CCAA and NUPEL (Brazil) | July 2007 to July 2013

- Facilitated language learning to adults, both in private and group classes
- Executed full process: initial assessment, planning, preparation, execution and review of lesson plans and teaching materials

### **Volunteer at Learning and Communication Departments**

Centro de Estudios Espíritas Allan Kardec, Panamá | June 2017 - present

- Manage website, social media and visual communications
  - Welcome and orient new users
  - Administrate learning initiatives, plan and lead instructor and staff meetings
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