

LISA GARCIA

LEARNING & INSTRUCTIONAL
DESIGN SPECIALIST

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PROFILE

Innovative Instructional Designer and Digital Learning Strategist with expertise in e-learning development, multimedia content creation, UX/UI optimization, and AI-driven learning solutions. Passionate about designing engaging, data-driven learning experiences that enhance employee competencies, improve training effectiveness, and align with organizational goals. Proficient at leveraging LMS platforms, instructional design tools, and analytics to measure and optimize learning impact.

WORK EXPERIENCE

December 2022 - PRESENT

Alamo Colleges District | San Antonio, TX

Digital Communications Coordinator

- Designed, developed, and delivered engaging digital learning solutions, leveraging LMS platforms and data-driven learning analytics.
- Created interactive e-learning modules and multimedia training materials using Adobe Creative Suite, Figma, and Articulate 360.
- Utilized Google Analytics and A/B testing to measure training impact, increasing learner engagement by 20%.
- Spearheaded AI-powered course personalization, reducing training content development time by 50%.
- Trained 200+ employees on digital learning best practices, LMS navigation, and instructional content creation.
- Digitalized documentation and workflows, improving process efficiency by 50%.

EDUCATION

2023-2024

UNIVERSITY OF TEXAS AT SAN ANTONIO

Bachelor of Science in Multidisciplinary
Studies with a focus on Data Science
and Communications

SKILLS

- Instructional Design & Adult Learning
- E-Learning Development (Articulate 360, Adobe Creative Suite)
- LMS Administration (Canvas, Cornerstone OnDemand, SharePoint LMS)
- Multimedia Content Creation (Figma, Adobe XD, Video Editing)
- AI & Data-Driven Learning Strategies
- Web & UX/UI Design (HTML, CSS, JavaScript, Bootstrap, Wireframing)
- Learning Analytics & Evaluation (Google Analytics, A/B Testing, Kirkpatrick Model)
- Project Management & Stakeholder Collaboration
- Workflow Automation & AI Content Personalization

AUGUST 2019 - NOVEMBER 2022

Alamo Colleges District | San Antonio, TX

Technical Training Design Specialist

- Developed e-learning modules, instructional guides, and learning assessments using Articulate Storyline, Canvas LMS, and SharePoint.
- Led the UX/UI design for training programs, increasing accessibility and engagement by 30%.
- Conducted training needs analysis and worked with Subject Matter Experts (SMEs) to design curriculum.
- Implemented learning technologies through automation and AI tools, optimizing training delivery.
- Collaborated with HR and Organizational Development teams to align learning strategies with talent initiatives.

OCTOBER 2015 - JULY 2019

Alamo Colleges District | San Antonio, TX

IT Senior Digital Media Specialist

- Designed and managed online learning portals and digital training courses in Canvas LMS and SharePoint LMS.
- Developed mobile-friendly learning experiences and interactive training modules.
- Analyzed user engagement metrics to optimize learning content, resulting in a 15% increase in training completion rates.
- Conducted faculty and staff training on LMS usage, reducing technical issues by 40%.

CERTIFICATIONS & PROFESSIONAL AFFILIATIONS

- Kirkpatrick Bronze Level Certification (8/2020)
- Kirkpatrick Silver Level Certification (10/2021)
- Applying the Quality Matters Rubric (APPQMR) Training (To Be Completed Within 6 Months)
- Association for Talent Development (ATD) Member & Presenter (2017 – 2024)

AWARDS & RECOGNITIONS

- National Institute for Staff and Organizational Development (NISOD) Excellence Award (2022)
- Association for Talent Development (ATD) Best in Nation Award (2022, 2023)
- Chief Learning Officer Learning Elite Award (2023)
- Cornerstone OnDemand RAVE Award Finalist

TECHNICAL TOOLS & PLATFORMS

- Articulate Storyline, Rise, Adobe Captivate
- Canvas LMS, SharePoint LMS, Cornerstone OnDemand
- Google Analytics, Power BI, AI-Powered Content Tools
- HTML, CSS, JavaScript, Python for Learning Automation
- Figma, Adobe XD, Video Editing Software