Eduardo Rodriguez Freire

Learning & Development

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Innovative professional with extensive years of experience in creating and implementing effective learning materials to enhance educational process, while analyzing training needs, designing effective learning objectives, and developing engaging content.

Qualifications Summary

- Proven expertise in designing and developing instructional content, curriculum, and training programs for various educational settings, comprising corporate training, academic institutions, and online learning platforms.

- Possess strong knowledge of e-learning authoring tools and Learning Management Systems (LMS); skilled at transforming complex information into clear, concise, and engaging content suitable for e-learning platforms.

- Instrumental in using ADDIE and SAM / Prototype development models to create effective learning experience.

- Proficient at integrating multimedia elements, such as graphics, animations, videos, and audio into e-learning modules; adept at designing high-quality instructional materials and programs to meet learning objectives and engage learners effectively.

Technical Proficiencies

HTML & CSS | Section 508 Compliance | Voiceover Talent | LMS Management | Scriptwriting | Adobe Creative Cloud | Articulate Storyline / Rise

Career Experience

ARMIS, Palo Alto, CA   **2020 – Present**
Senior Instructional Designer

Develop visual branding for all customer success e-learning deliveries. Design instructional materials, courses, and training programs in line with learning objectives. Perform various activities, including analyzing content, selecting appropriate instructional strategies, and creating engaging learning experiences. Devise learning content, such as presentations, videos, interactive modules, job aids, and assessments.

- Devised a new onboarding curriculum for Customer Account Managers and Technical Account Managers, comprising content design, SCORM packages, multimedia, voiceover, and script writing.

- Improved customer learning experience through development of a new modularized learning path that can be used for other company educational efforts (internal and external).

PUPPET, Portland, OR   **2018 – 2020**
Senior Instructional Designer

Oversaw all functions associated with development of sales enablement and technical training courses for internal and external use. Prepared promotional, educational, and marketing video presentation for all customer-facing

events. Developed Puppet Enterprise Technical Curriculum by collaborating with SMEs and instructional designers. Managed and maintained entire facets of development for Puppet Compass, comprising customer-facing portal for all customer support.

- Achieved Global MVP of the Year award in 2021 by consistently meeting and exceeding performance expectations.
- Established a 24-hour sales kickoff streaming network during COVID pandemic that garnered overwhelmingly positive reviews.

American College of Education, Indianapolis, IN   **2017 – 2020**
E-Learning Content Developer

Ensured creation of approx. 20-30 videos on weekly to bi-weekly basis. Assured completion of full production of BSN Nursing Program multimedia content. Administered all development efforts of introductory courses detailing the life of an online student. Provided training and mentorship to colleagues on video production and motion graphics best practices and development.

- Created 10-15 educational videos and voice overs with high-standard motion graphics on a weekly basis.

Florida State College at Jacksonville, Jacksonville, FL   **2012 – 2017**
E-Learning Graphic Designer

Developed creative direction of the multimedia department, while conceptualizing, creating, and implementing multimedia resources for 600+ online courses for internal and external stakeholders. Improved impact of online content by collaborating with subject matter experts and instructional designers to produce interactive and engaging user experiences. Assured assessment of external resources for 508 compliance. Enabled successful management of course shells in LMS – Blackboard Learn and Canvas.

- Delivered exceptional contributions as a founding member of the Center for E-Learning.
- Ensured creation of fully ADA / Section 508 compliant web-based learning objects for content distribution.

Additional Experience

Senior Multimedia Designer, E-Learning Clinic, Jacksonville, FL

Education

AS: Digital Media
Full Sail University,

BFA: Writing, Literature & Publishing
Emerson College, Boston, MA

M.Ed: Instructional Design & Technology
American College of Education, Indianapolis, IN

Courses & Certifications

Quality Matters Certified