






LEILANI SERAFIN

Instructional Designer & E-Learning Developer

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PROFESSIONAL SUMMARY

Instructional designer and e-learning developer with over 10 years of experience in adult education and training. Passionate about the written word and breaking complex ideas and processes into accessible and friendly learning experiences. Effective communicator and project coordinator. Handled various educational projects in customer education, new hire training, and curriculum development.

TECHNICAL SKILLS

- Articulate Storyline and Rise
- Camtasia
- Vyond
- Moodle, Docebo
- PowerPoint
- Photoshop, Illustrator
- Genially
- Synthesia

WORK EXPERIENCE

Instructional Designer

Collibra | August 2021 to Present

- Designs and develops asynchronous customer education experiences in Articulate Rise, as well as synchronous bootcamps in PowerPoint
- Collaborates with SMEs and training specialists to meet customer learning needs

Customer Training Specialist | E-Learning Developer

Clickvoyant | September 2020 to August 2021 (Freelance)

- Designed and developed product training for customer onboarding to Clickvoyant, a data analytics reporting platform
- Designed and developed explainer videos and microlearning experiences for new feature releases

Operations and Communications Lead | New Hire Training Specialist

SF State Center for Equity and Excellence in Teaching and Learning | April 2019 to August 2021



- Designed, developed, and implemented a library of training resources for new hires to the department
- Developed learning outcomes / objectives, job aids, and tutorial modules related to operational procedures
- Implemented best practices in adult learning theory, professional development, and online learning to develop strategies for improving layout, organization, and design of CEETL onboarding course
- Coordinated the curating and archiving of program content in a Moodle-based LMS

REFERENCES AVAILABLE UPON REQUEST



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E-Learning Developer*

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WORK EXPERIENCE

Program Coordinator

WestEd | April 2018 to January 2019

- Coordinated a \$3 million curriculum development program for the state of Washington's Office of the Superintendent of Public Instruction
- Coordinated workflow for cross-functional teams (proofreading, graphic design, and content)
- Coordinated Section 508 formatting of public-facing documents for the state of Washington
- Organized meetings and events; coordinated travel and logistics for onsite and offsite events

Production Editorial Associate

Annual Reviews | March 2016 to April 2018

- Copyedited and proofread complex scientific research
- Coordinated manuscript workflow through all parts of the production cycle
- Developed, implemented, and maintained efficient systems for managing information, projects, and communications to ensure accurate and timely responses

Associate Instructor | Instructional Consultant

Cal State LA and UC Davis | January 2006 to December 2016

- Designed, developed, and delivered expository writing curricula to undergraduates
- Evaluated work product and tracked progress via a Sakai-based LMS
- Served as a TA Consultant in the UC Davis Center for Educational Effectiveness (2012-2014)
- Consulted on teaching effectiveness, designed and delivered professional development workshops, and designed and developed campus-wide TA Orientation program

EDUCATION

Ph.D. in English

University of California, Davis

Master of Arts in English

California State University, Los Angeles

Bachelor of Arts in English

California State University, Los Angeles

PROFESSIONAL DEVELOPMENT

IDOL Courses Academy

IDOL = Instructional Design and Online Learning

E-Learning Design and Development Certificate

San Francisco State University