

# ADRIANA D. SALINAS

adsalinas03@gmail.com ~ (713) 252-4096 ~ 1201 Grove Blvd. ~ Austin, Texas, 78741

[Portfolio](#) ~ [LinkedIn](#)

## SUMMARY

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A Learning & Development professional with 4+ years of experience designing and leading enterprise learning initiatives that improve onboarding, workforce capability, and business performance. Skilled in partnering with leaders and SMEs to identify capability gaps, develop scalable learning solutions, and manage cross-functional projects from strategy through implementation. Passionate about building learner-centered experiences, driving innovation through technology and AI, and fostering a culture of continuous learning.

## PROFESSIONAL SKILLS AND CERTIFICATIONS

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**General:** Learning strategy, learning needs analysis, performance consulting, instructional/learning design (ADDIE), onboarding strategy & journey design, workflow analysis, scenario-based learning, assessment & evaluation design, blended learning strategy, technical training development, stakeholder & ME management, design thinking & planning, learning content management, virtual instructor-led training, creativity, curiosity, adaptability, tenacity

**Certifications:** Greater Austin Hispanic Chamber of Commerce - *Hispanic Austin Leadership Alum*; Maven - *UX in Healthcare*; Training Industry - *Certified Professional in Training Management*; Birkman International - *Birkman Certified Professional*; Association for Talent Development - *Articulate Storyline*; Development Dimensions International - *DDI Facilitator*; Wiley Workplace Learning - *Everything DiSC*

**Software Skills:** Microsoft 365 (Teams, Outlook, Copilot), Google Workspace, Salesforce, WebEx, Zoom, Slack, Trello, Monday; Articulate 360 (Rise, Storyline), Synthesia, Adobe Creative Suite, TechSmith Camtasia, Canva, Microsoft Visio & SharePoint Site, Unily (CMS), Wix; Cornerstone, Fuse Universal, Udemy, Absorb, SuccessFactors, Google Classroom

## EDUCATION

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| <b>George Washington University</b> | <b>Master of Arts, Educational Technology Leadership</b> | June 2022 |
|                                     | <b>Graduate Certificate, Instructional Design</b>        | June 2021 |
| <b>Vanderbilt University</b>        | <b>Bachelor of Arts, English</b>                         |           |
|                                     | Concentration: Creative Writing                          | May 2013  |
|                                     | <b>Bachelor of Arts, Studio Art</b>                      |           |
|                                     | Concentration: Printmaking                               |           |

## PROFESSIONAL EXPERIENCE

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- Accendra Health** - *Senior Learning & Development Specialist*; Remote June 2025 - Present
- ❖ *Learning Strategy & Performance Consulting:* Partner with business leaders and SMEs to identify capability gaps and design learning solutions that improve employee performance, onboarding effectiveness, and operational readiness.
  - ❖ *Program/Project Manager:* Lead multiple learning initiatives simultaneously, managing scope, stakeholder alignment, milestones, and deliverables across cross-functional teams.
  - ❖ *Technical Training Developer:* Designs and develops technical training to support enterprise system and workflow adoption, creating demo-based video, self-paced eLearning, and performance support that enable accurate, consistent execution.
  - ❖ *Enterprise Learning Experience Designer:* Spearheaded a scalable onboarding transformation, creating a phased new teammate learning journey, leader and learner resource guides, and a centralized SharePoint learning hub experience to improve consistency and user experience across all brands.
  - ❖ *Technical Training & Workforce Enablement:* Design performance-based learning solutions for complex healthcare workflows, translating technical processes into practical training and performance solutions.
  - ❖ *Innovation & AI-Enabled Learning:* Leverage AI throughout the learning lifecycle to accelerate content development, competency assessment design, and learning asset creation while maintaining instructional quality standards.

**CBTS | OnX Canada** - *Learning & Development Specialist*; Remote

May 2023 - May 2025

- ❖ *Instructional Designer*: Leveraged the ADDIE model and adult learning theory to design and develop creative, learner-centered, performance-based training materials in multiple modalities, including eLearning, blended learning, video tutorials, and job aids. Used Agile and SAM methodologies to rapidly create and deploy training content in the LMS, ensuring accurate learner data, seamless user experience, and measurable outcomes.
- ❖ *Corporate Trainer*: Hosted virtual instructor-led training (vILT) sessions for 20–30 new global employees monthly, covering company history, culture, and SaaS-based internal intranet through multiple modalities. Designed and developed a comprehensive new hire orientation program using needs analysis, resulting in a 94% satisfaction rating.
- ❖ *Project Manager*: Lead curriculum design projects by creating clear instructional design plans and tracking deliverables using project management software. Communicated progress to leadership, ensuring the timely and high-quality development of creative, learner-centered training materials.
- ❖ *Program Manager*: Communicated with 15+ IT Partner Managers across the internal organization to manage the certifications bonus award incentive program for 2,600+ employees. Led efforts to implement operational process improvements and enhanced data tracking within Salesforce.
- ❖ *Content Manager*: Managed the L&D department's Content Management System (CMS), using UX/UI principles to design user-friendly pages and ensure content was accurate, accessible, up-to-date, and aligned with brand standards.
- ❖ *Researcher*: Conducted comprehensive needs analysis by researching and gathering data to identify learning gaps and opportunities, ensuring alignment with organizational goals and stakeholder requirements.
- ❖ *Event Planner*: Projected a \$17,000 budget for an HR team building event, covering travel, catering, and activities. Successfully saved 29% of the budget while providing an engaging and productive experience for 16 team members.
- ❖ *Leader*: Founder and leader of the Hispanic Origin and Latin American Employee Resource Group. Managed a \$5000 budget to support 44 members.

**Yahoo Inc.** - *Training Specialist*; Remote

Nov. 2022 - Apr. 2023

- ❖ Utilized design principles and best practices to create clear, concise, and accessible content, including slide presentations, job aids, and operational process diagrams.
- ❖ Supported curriculum design efforts, from defining learning objectives to creating interactive content and assessments.
- ❖ Conducted quality assurance checks on facilitation guides and job aids to ensure they were accurate, up-to-date, and aligned with training objectives and brand guidelines.
- ❖ Organized and managed training materials in the Learning Management System (LMS) to ensure smooth operations and user support.

**Eduscape** - *Instructional Designer*; Remote

Jun. 2021 - Dec. 2021

- ❖ Led projects, tracked deliverables, and communicated progress and solutions to leadership to ensure timely and quality outcomes.
- ❖ Used the ADDIE model and knowledge of adult learning theory to draft a storyboard, produce learning materials, and deploy the SCORM-based eLearning courses from scratch.
- ❖ Developed clear instructional design plans that outline the structure of the eLearning modules, including the sequence of topics and the type of content for each.
- ❖ Utilized design principles and best practices to create clear, concise, and accessible content such as instructional diagrams, videos, and animations.