YOSHIKA LOWE

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INSTRUCTIONAL DESIGNER

LEARNER-CENTRIC | CROSS-FUNCTIONAL COLLABORATION | MULTIMEDIA LEARNING DESIGN
Creating Scalable Learning Solutions That Empower Teams And Drive Measurable Impact

Innovative Instructional Designer with 15+ years of experience creating learner-centric training solutions. Skilled in needs analysis, eLearning design, LMS integration, and multimedia tools including Camtasia, Articulate 360 and Adobe Creative Suite. Proven ability to enhance learning efficiency and drive organizational success through collaborative, high-impact training programs.

SIGNATURE ACHIEVEMENTS:
- ✓ **Implemented AI sales training program: led to 58% greater Net Sales compared to control group**
- ✓ **AI sales training program adopted company-wide by Chief Revenue Officer as a value-add sales revenue program**
- ✓ **Thanked (w/gift) by CTO: March 2024 & April 2025 for design & delivery of D365 CRM/ERP training as Project Mgr**

SIGNATURE STRENGTHS & COMPETENCIES

INSTRUCTIONAL DESIGN & DEVELOPMENT	TECHNOLOGY & TOOLS	ASSESSMENT DESIGN & EVALUATION
Adult Learning Principles	Articulate Storyline & Articulate Rise	QA & Feedback Implementation
Needs Analysis	Adobe Creative Suite (Cloud)	Kirkpatrick Model
ADDIE & AGILE Methodologies	Camtasia & Audiate	Data-Driven Training Solutions
Interactive & Engaging Content Creation	Adobe Captivate	LMS Integration & Optimization
Storyboarding & Multimedia Development	SharePoint, Moodle, Notion	Cross-Functional Collaboration

RELEVANT EXPERIENCE

SYSTEM PAVERS – SANTA ANA, CA (REMOTE)| 08/2022 - PRESENT

Instructional Designer | eLearning Developer

- Reduced training time by converting ILT to eLearning: Field Marketers from 80 to 20 hrs and new Sales Managers 50%.
- Implemented AI sales training for new hires leading to 58% higher net sales and 41% higher First Time Closing rate.
- Delivered 30% increase on average in training efficiency by partnering with SMEs to build company-wide training, leveraging Microsoft D365 CRM and D365 FO to identify and address operational gaps.
- Authored instructional videos and converted synchronous learning to asynchronous learning using storyboarding, scripting, multimedia design, Adobe Photoshop, Camtasia, Articulate 360, Adobe Captivate, and Adobe InDesign.
- Conducted needs analysis to identify knowledge and skills gaps, creating and implementing training programs that meet business needs.

L&D Project Management
- Managed all L&D software vendor relationships, including vendor selection, contract negotiation, and escalation.
- Met 100% of project deadlines for training deliverables, ensuring seamless D365 ERP/CRM implementation and boosting learning adoption rates.
- Managed all phases of a variety of technical training projects including: D365 ERP & CRM staff training, AI sales enablement training software implementation, and LMS migration.
- Planned and managed the development of comprehensive training materials, incl. train-the-trainer sessions, increasing training efficiency by 25% on average.

THE GREEN BOOK PROJECT (CONTRACT) – HOUSTON, TX (REMOTE) | 11/2020 – 07/2023

Lead Instructional Designer | eLearning Developer

As the Lead Instructional Designer at a mobile tech startup, my role expanded over time to include content creation, visual/ graphic design, UX design, digital marketing, and product management.

- Developed SCORM-compliant training using Articulate RISE, resulting in a 30% improvement in training efficiency by utilizing the ADDIE model and collaborating with SMEs.
- Designed copywriting and video editing projects using Adobe Premier Pro, Moodle, Canva, and Veed.
- Interviewed Subject Matter Experts (SME); conducted training needs analysis and developed training materials using ADDIE and SAM design models.
- Redesigned app feature with product and marketing teams, leading to a 20% increase in user sign-up by conducting usability studies and iterating on designs.
- Managed project timelines and deliverables, ensuring milestones met for training programs and product iterations.
- Created branded print and digital materials; edited promo videos for marketing campaigns and grant applications.
- Developed guerilla marketing campaign for AfroTech sales pitch training leading to 50% increase in in-app followers.

THE GREEN BOOK PROJECT – HOUSTON, TX (REMOTE) | 03/2022 – 03/2023
UX Designer | Product Specialist

As this was a tech startup, I took advantage of the opportunity to become a certified UX Designer and Certified Scrum Product Owner.
- Designed paper and digital wireframes, low and high-fidelity prototypes, conducted usability studies, accounted for accessibility, and iterated on designs.
- Collaborated cross-functionally w/design, marketing, and engineering teams to develop usability processes and practices that continuously improved efficiencies, user interface (UI), product and customer experiences.
- As a product owner, I administered product backlog refinement on the company's Atlassian Jira platform.
- Developed a targeted 1:1 marketing strategy that increased IG followers by 400%.

HOUSTON ENGLISH LANGUAGE PROFESSIONALS (CONTRACT) – HOUSTON, TX (REMOTE) | 12/2019 – 02/2020
Instructional Designer | eLearning Developer
- Designed and published courses using Moodle, providing learner-centered language support for ELL physicians, enhancing their learning experience and performance.
- Developed a comprehensive LMS, increasing training efficiency by removing language barriers for international physicians preparing for the USMLE Step 2.

LONE STAR COLLEGE – CYPRESS, TX | 12/2010 – 08/2016
Certified Adjunct Instructor, Mathematics
- Applied adult learning theory to foster real-world mathematical skill application, collaborative problem solving, and exploratory learning, enhancing student engagement and comprehension.
- Increased student engagement and passing rates by 20% over a 2-year period by implementing innovative teaching methods.

CFISD – Katy, TX | 08/2013 – 08/2022
Algebra I Teacher | Curriculum Designer, Mathematics
- Mentored new teachers and developed professional development workshops, enhancing teacher performance and student outcomes.
- Developed test prep training, achieving a 24% increase in state testing achievement rates.
- Achieved the highest passing rate in the department (90-95%) and produced the highest number of students rated 'Masters' (19-23%) over five years.

EDUCATION

Master's Degree – INSTRUCTIONAL SYSTEMS DESIGN & INSTRUCTIONAL TECHNOLOGY | Sam Houston State University
4.0 GPA   Honors: Kappa Delta Pi International Honor Society in Education

Bachelor's Degree – APPLIED MATHEMATICS | University of Houston

UX Design Certification | **Google** | Completion: April 2022
Certified Scrum Product Owner (CSPO) Certification | Scrum Alliance | Completion: February 2023
Product Management I & II Certification | Advancing Women In Tech (AWIT) | Completion: March 2023 & July 2023
AI & Agility | Scrum Alliance | Completion: September 2024
Cybersecurity Certification | Google | Est. Completion: November 2025

INSTRUCTIONAL DESIGN
SKILLS

HARD SKILLS

DESIGN
Visual/Graphic Design
Web Design
UX/UI Design
Content Design
Storyboarding/Scriptwriting

VIDEO/GRAPHIC TOOLS
Adobe Photoshop
Adobe Premiere Pro
Veed
Narration/Voiceover
Audacity

PROJECT MGMT TOOLS
Microsoft Planner
Asana
Notion
Jira
Microsoft Project

DESIGN TOOLS
Microsoft PowerPoint
Canva
Google Slides
Adobe XD
Figma
Adobe InDesign
Lucidchart
WordPress
Wix
Weebly
Blogger

AUTHORING & ASSESSMENT TOOLS
Camtasia & Audiate
Articulate Storyline & Articulate Rise
Adobe Captivate
Vyond
PowToon
Google Forms & Microsoft Forms
SurveyMonkey
Edpuzzle
Quizlet
Kahoot!

WHITEBOARDING TOOLS
Miro
Mural
Lucidspark

AI & IVR TOOLS
PitchMonster
HeyGen
RingCentral

CONTENT CREATION TOOLS
Adobe Creative Cloud
Grammarly Style Guide
Hootsuite
Giphy
ChatGPT
Microsoft Loop
Pear Deck
Quizizz

LEARNING MGMT SYSTEM (LMS)
Moodle
Blackboard
Canvas
Myagi
SharePoint
LearnDash
Docebo

SCREEN CAPTURE TOOLS
ScreenPal (Screencast-O-Matic)
Snagit
Tango
Scribe
Loom
Camtasia

SOFT SKILLS

Communication
Teamwork
Problem solving
Creativity
Logical thinking
Critical thinking

Empathy
Growth mindset
Adaptability
Organization
Analytical
Innovation

Initiative
Servant-leader mindset
Leadership
Highly motivated
Evaluative
Detail-oriented