

CLEO WANG

Instructional Designer | E-Learning Expert | UX/UI & AI-Driven

+15182120430 aw3312@tc.columbia.edu [LinkedIn](#) Santa Clara, California; Open to remote work and relocation

SUMMARY

Innovative Learning Designer and Content Creator with 5+ years of experience developing engaging digital learning experiences, multimedia content, and educational storytelling. Expertise in instructional design, AI-driven learning experiences, content marketing, and video production. Adept at working cross-functionally with SMEs, researchers, and product teams to develop structured learning solutions. Passionate about leveraging AI and emerging technologies to shape the future of education.

EXPERIENCE

Instructional Designer

Columbia Business School 12/2023 - Present Remote

- Develop asynchronous courses in Articulate Storyline for the Justice Through Code (JTC) program, benefiting over 1,000 students
- Design storyboards, video scripts, assignments, and assessments, with continuous testing and iteration
- Collaborate with Subject-Matter Experts(SME) to design roadmaps, lesson plans, course content, slides, and assessments for 10+ instructor-led (ILT) and virtual instructor-led (VILT) courses for JTC and MBA students
- Manage course setup on Canvas, creating visually engaging course materials, and organizing resource guides to enhance learner interaction and retention using Adobe Creative Suite and Canva
- Enhance Canvas' UX using Figma, HTML, CSS, and JavaScript to improve user experience and navigation

Instructional Designer

Think Academy 04/2023 - 09/2023 San Jose

- Designed interactive game-based learning experiences for students, improving student retention by 92% and increasing test scores by 15%
- Produced engaging video content for online and in-person math instruction, using Final Cut Pro and Camtasia
- Managed a community of 600+ learners, host events, developed promotional materials, executed events, and explored and transformed audience engagement through digital content strategies

Instructional Designer

TOATEY Inc 11/2022 - 10/2023 New York

- Designed a 30-page prototype for a dental education web application in Figma, ensuring an intuitive and engaging learning experience
- Led user testing, stakeholder interviews, and product iteration to refine UI/UX for an AI-powered educational tool
- Created instructional content, storyboarding videos and designing educational guides for medical professionals

UX Designer Intern

Barry Joseph Consulting 02/2022 - 05/2022 New York

- Designed a 12-page educator community website for the Natural History Museum of Utah
- Designed 5 user journey maps and wireframes, enhancing user experience and boosting engagement by 20%

Instructional Designer Intern

TikTok 02/2021 - 04/2021 Beijing

- Conducted user research on platform learning behavior among young adults to enhance LMS features, boosting influencer engagement and increasing GMV by 150%

EDUCATION

Master of Instructional Technology and Media

Teachers College - Columbia University

GPA
4.0 / 4.0

09/2020 - 10/2022

New York, USA

Bachelor of Public Relations

Shanghai International Studies University

GPA
3.7 / 4.0

09/2015 - 06/2019

Shanghai, China

SKILLS



Instructional Design Tools

Articulate Storyline, Articulate Rise, Vyond, Canva, Adobe Creative Suite, Generative AI, Captivate



AI & Technology

Generative AI, Data Labeling, AI/ML Workflows, Chatbot Training, UX/UI for Learning



Product Design

Figma, HTML/CSS, JavaScript, Unity, Spark AR, Interface Design



Project Management

Agile Methodology, Product Board, Asana, Marketing Strategy

AWARDS



Innovation Award 2022 Winner, Columbia University

[Learning Design in the Metaverse](#)

Designed an award-winning VR interactive role-play game (ADDIE model) to help young adults on campus build financial literacy—recognized as 1st place among 10+ teams

PROJECTS

Brooklyn Seltzer Museum

01/2023 - 07/2023 New York

Instructional Designer

- Designed an interactive learning experience for the [Brooklyn Seltzer Museum](#), contributing to exhibit layout, a 3D module on seltzer bottle anatomy, educational games, and leading the development of the photo station.