CLEO WANG

Instructional Designer | UX for Learning

📞 +15182120430   ✉ aw3312@tc.columbia.edu   🔗 LinkedIn   📍 Santa Clara, California; Open to remote work and relocation

SUMMARY

Instructional Designer with 5+ years of experience creating engaging, learner-centered content across asynchronous e-learning, VILT, and blended formats. Skilled in curriculum development, needs analysis, and assessment design using tools like Articulate Storyline, Rise, Canva, and Figma. Adept at simplifying complex topics for diverse audiences, including non-technical learners, and integrating AI tools like ChatGPT and Synthesia to enhance learning at scale. Experienced in collaborating with SMEs, engineers, and academic leaders to deliver high-impact training aligned with business goals and learner outcomes.

EXPERIENCE

Instructional Designer

Columbia Business School   📅 12/2023 - Present   📍 Remote

- Design and develop asynchronous self-paced courses in Articulate Storyline using the ADDIE model, benefiting 1,000+ learners
- Collaborate with professors and SMEs to build ILT and VILT courses, including assignments, assessments, and interactive slide decks
- Assist sessions and support instruction, aligning course delivery with learning objectives and outcomes, evaluating courses
- Use Canva to design visually engaging slides, infographics, and resource guides that enhanced learner engagement and retention
- Manage 10+ courses on Canvas, optimizing media integration and learner navigation; enhance UX and accessibility by designing course pages using Figma, HTML, CSS, and JavaScript
- Track and review learner data to refine course structure, pacing, and accessibility—boosting satisfaction rates by 35%

Management Trainee/ Instructional Designer

Think Academy   📅 04/2023 - 09/2023   📍 San Jose

- Designed and implemented interactive learning experiences that supported student success and customer satisfaction, improving retention by 92% and increasing test scores by 15%
- Produced short instructional videos, visual guides, and LMS navigation tutorials, reducing support inquiries and increasing DAU by 20%
- Transferred customer behavior insights into strategic localization of content for the U.S. market
- Founded a learning community of 600+ learners across online and in-person channels

Instructional Designer

TOATEY Inc   📅 11/2022 - 10/2023   📍 New York

- Coordinated with engineers and dental faculty to design and iterate a 30-page prototype for a dental education platform using Figma
- Contributed to user testing, A/B testing, stakeholder interviews, bug troubleshoot, product report, and product iteration to refine UI/UX

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, including 5 user journey maps and wireframes; facilitated user testing and improved engagement by 20%.

Instructional Designer Intern

TikTok   📅 02/2021 - 04/2021   📍 Beijing

- Supported internal LMS product development by conducting user research and guiding teachers and students on platform usage; created documentation and onboarding resources, leading to a 150% increase in GMV and improved educator engagement.

EDUCATION

Master in Instructional Technology and Media

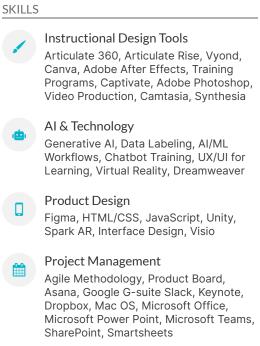**Teachers College - Columbia University**   GPA **4.0** / 4.0
📅 09/2020 - 10/2022
📍 New York, USA

Bachelor of Public Relations

Shanghai International Studies University   GPA **3.7** / 4.0
📅 09/2015 - 06/2019
📍 Shanghai, China

SKILLS

✏ **Instructional Design Tools**
Articulate 360, Articulate Rise, Vyond, Canva, Adobe After Effects, Training Programs, Captivate, Adobe Photoshop, Video Production, Camtasia, Synthesia

🤖 **AI & Technology**
Generative AI, Data Labeling, AI/ML Workflows, Chatbot Training, UX/UI for Learning, Virtual Reality, Dreamweaver

📱 **Product Design**
Figma, HTML/CSS, JavaScript, Unity, Spark AR, Interface Design, Visio

📅 **Project Management**
Agile Methodology, Product Board, Asana, Google G-suite Slack, Keynote, Dropbox, Mac OS, Microsoft Office, Microsoft Power Point, Microsoft Teams, SharePoint, Smartsheets

AWARDS

🏆 **Innovation Award 2022 Winner, Columbia University**
Learning Design in the Metaverse
Designed content and trained instructors to create educational experiences tailored to young adult audiences on live-streaming platforms

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.