

# Cuahtemoc Mendoza

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## INSTRUCTIONAL AND LEARNING EXPERIENCE DESIGNER

Instructional Design | Senior Instructional Design | Learning Experience Design | Training and Development

### PROFESSIONAL SUMMARY

Instructional Designer with 10+ years of experience creating transformative, tech-forward eLearning and blended training solutions across corporate and public sectors. Expert in Articulate 360, Adobe Captivate and learning analytics to increase learner engagement and performance outcomes. Adept at aligning training with business goals through cross-functional collaboration and data-driven decision-making.

### SKILLS

Instructional Design | E-Learning Development | Needs Analysis | Curriculum Development | Project Management | Instructor Led Training | Multimedia Production | Assessment and Evaluation | Learning Analytics | Team Leadership | Stakeholder Collaboration | Micro-learning | Adult Education | Learning Experience Design | Facilitation

**TECHNICAL SKILLS:** Articulate 360, Adobe Captivate, Adobe Creative Cloud, Vyond, Synthesia, AI, LMS

### PROFESSIONAL EXPERIENCE

#### Instructional Designer – Sales Leadership Academy, US Foods, Rosemont, IL (Present)

- Design and develop proprietary training programs and materials to strengthen performance across all sales leadership levels.
- Apply adult learning principles to create blended learning solutions, including eLearning, simulations, video, animation, and live instruction materials.
- Collaborate with trainers and the Program Manager to deliver engaging learning experiences through the Sales Leadership Academy.
- Leverage eLearning tools such as Articulate 360 (Storyline & Rise), Camtasia, and Synthesia AI to produce interactive, high-impact training content.

#### Instructional Designer – Supply Chain, US Foods, Rosemont, IL (2023 - 2025)

- Partner with cross-functional field teams to identify training needs and design scalable learning solutions coordinated with frontline operational goals.
- Develop interactive, learner-centered eLearning modules using Articulate 360, Vyond, and Synthesia, resulting in improved training completion rates and knowledge retention.
- Apply instructional design best practices and learning analytics to evaluate effectiveness and continuously optimize content.
- Partner with stakeholders to ensure training materials support compliance, safety, and performance standards across multiple departments.

#### Training Developer II, Westgate Resorts, Orlando, FL (2022 – 2023)

- Led the end-to-end development of training resources that enhanced employee performance and reduced time to proficiency.
- Conducted needs assessments with SMEs to design targeted learning interventions and performance support tools.
- Implemented evaluation tools to measure knowledge transfer and impact, contributing to a 15% increase in learner satisfaction scores.
- Streamlined content creation and revision processes by establishing QA checkpoints and SME review protocols.

**Senior Instructional Designer, Citi Bank, Tampa, FL (2021 – 2022)**

- Created high-impact learning experiences in Articulate 360 that addressed key compliance and regulatory training needs.
- Developed assessments and knowledge checks that aligned with business metrics, increasing retention and compliance accuracy across global teams.
- Partnered with internal departments to ensure all training programs met corporate standards and learner accessibility guidelines.
- Delivered training assets on time and within budget, supporting large-scale employee onboarding initiatives.

**Training & Development Associate, Orange County Library System, Orlando, FL (2018 – 2021)**

- Designed and delivered instructor-led training sessions and eLearning modules that improved user proficiency by 20%.
- Created customized training guides, job aids, and practice materials to support public and staff learning programs.
- Administered the SumTotal LMS, ensuring smooth delivery, tracking, and reporting of all digital learning assets.
- Collaborated with department heads to align training with organizational development initiatives and community outreach goals.

**Technology Trainer, Orange County Library System, Orlando, FL (2008 – 2018)**

- Designed, authored, and compiled engaging training materials for diverse learners, facilitating computer literacy classes in both English and Spanish.
- Scheduled and led hands-on workshops that supported skill-building in productivity software, internet use, and digital resources.
- Fostered an inclusive learning environment by adapting content for varied experience levels and cultural backgrounds.
- Identified and integrated emerging technologies, software updates, and new digital tools to enhance learning outcomes.
- Maintained and demonstrated up-to-date knowledge of electronic resources and computer equipment to ensure relevant and effective instruction.

**EDUCATION**

**Full Sail University, Orlando, FL.**

M.S. Instructional Design and Technology, 2025.

**University Of Central Florida, Orlando, FL.**

B.S. Career and Technical Education, Workforce Training and Development, 2022.