

Luisa Sicherle

Instructional designer

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SUMMARY

Instructional designer with 4+ years of experience creating dynamic online courses for international audiences across various sectors, from customer training to large-scale government initiatives. Skilled in working remotely with global teams and managing multiple projects independently, with a focus on innovative problem-solving and adapting content to diverse learner needs.

Proficient in leading content strategy and quality assurance, ensuring alignment with instructional best practices and educational theory. Strong focus on creativity, learner engagement, and adult learning principles. Passionate about using multimedia, storytelling, and interactive design to deliver accessible and pedagogically sound educational content worldwide.

SKILLS

Proficient: Instructional design, Learning methodologies, ADDIE model, Bloom Taxonomy, Andragogy, Scripting, Storytelling, Quality assurance, Articulate 360, Synthesia, Adobe Premiere, Vyond, Canva, E-learning development, Video tutorials, LMS operation, Cross-cultural communication, Customer training.

Intermediate: Curriculum development, Project management.

Beginner: AI-powered Education.

PROFESSIONAL EXPERIENCE

Instructional designer

NRB Group, Luxembourg – Remote

04/2023 to Present

Core Responsibilities:

- Designed and developed 20+ courses for European Union institutions, enhancing the learning experience for students from all over the world in various departments.
- Provided educational consultancy for EU projects, contributing to the successful implementation of several high-impact training programmes.
- Defined learning methodologies and design guidelines for the Interoperable Europe Academy, resulting in reduced course production time and strengthening the academy's visual identity.
- Collaborated with stakeholders to create storyboards and design content, delivering projects on time and reducing content review cycles.
- Worked in partnership with LMS administrators to test, publish and launch courses, ensuring a seamless learning experience.

Key Technologies and Tools: Articulate 360, Synthesia, Vyond, Canva, Adobe Premiere, Moodle, MS Office.

Instructional designer

Electroneek, US - Remote

11//2021 to 01/2023

Core Responsibilities:

- Developed and delivered 50+ customer training courses to enhance the use of Electroneek's no-code automation platform, helping users make better use of the platform to leverage their business.
- Collaborated with SMEs to create personalized course content, improving customer success rates through targeted learning interventions.
- Created microlearning modules that simplified the learning process for busy professionals.
- Produced educational materials and video content that reduced onboarding time for new users, accelerating their ability to take advantage of automation tools effectively.
- Translated and localized training materials into Portuguese, Spanish and English, expanding Electroneek's reach

and accessibility to global markets.

Key Technologies and Tools: Articulate 360, Camtasia, Canva, Adobe Premiere, Monday.

Instructional designer

InEvent, US – Remote

06/2021 to 11/2021

Core Responsibilities:

- Actively collaborated in structuring the Learning and Development department, simplifying processes and reducing onboarding training time.
- Designed and delivered e-learning programmes focused on social skills, diversity and technology training through innovative and interactive platforms, resulting in increased employee engagement and knowledge retention.
- Analysed the company's needs and created targeted corporate training focused on integrating intercultural remote teams and promoting employee satisfaction.

Key Technologies and Tools: Adobe Suite, Canva, Trello, Slack.

Founder

Encinema, Brazil – Remote

01/2020 to 06/2021

Core Responsibilities:

- Trained 900+ primary and secondary school teachers in the use of audiovisual tools in the classroom.
- Developed and delivered training in media education, increasing teachers' ability to integrate audiovisual language into their curriculum.
- Created an online audiovisual education community on Instagram, promoting collaboration between colleagues and improving their video production and online teaching skills.

Key Technologies and Tools: Adobe Premiere, Youtube, Instagram, HTML.

EDUCATION

Bachelor of AUDIOVISUAL EDUCATION

Federal Fluminense University (UFF), Rio de Janeiro, Brazil

02/2016 to 11/2019

- **Relevant coursework:** Audiovisual language, Audiovisual applied to education, Processes and tools for audiovisual production.

Bachelor of PEDAGOGY

International Academic Center (Uninter), São Paulo, Brazil

02/2019 to 11/2022

- **Relevant coursework:** Learning methodologies, Neuroscience of learning, Learning processes, History of education.

CERTIFICATES/COURSES

Analysis and intervention in educational systems, University of Geneva, Switzerland - 03/2023

Instructional Design Certification, Pontifical Catholic University of São Paulo (PUC-SP), Brazil - 07/2024

Project management, IBM (online) - Current

LANGUAGES

Portuguese: Native | **English:** Fluent | **French:** Intermediate | **Spanish:** Intermediate