PRISCILA SANTOS DE MATTOS

INSTRUCTIONAL DESIGNER | E-LEARNING & PROJECT MANAGEMENT

Case Study

PROFESSIONAL SUMMARY

Instructional Designer with 4+ years of experience developing, redesigning, and maintaining interactive learning solutions for Bank of Montreal and other regulated environments. Experienced in redesigning banking sales training for customer service representatives and assistant managers, including campaigns, investments, mutual funds, and mortgage sales.

Proficient in Articulate 360 Storyline and Rise, Adobe Creative Suite, and Microsoft Project to develop engaging e-learning, simulations, assessments, and multimedia content. Skilled in collaborating with subject matter experts to validate content accuracy and align learning solutions with business objectives.

Applies project management practices to prioritize assignments, track milestones, monitor deliverables, maintain detailed documentation, and coordinate revisions from intake through publication. Knowledgeable in accessibility standards and ADDIE/SAM methodologies.

CORE COMPETENCIES

- **Instructional Design & Learning Experience Development** | • Curriculum Revision, Maintenance and Content Updates
- **Project Management & Assignment Prioritization** | • Microsoft Project & Project Timeline Tracking
- **Milestone, Deliverable & Deadline Management** | • Project Status Reporting & Documentation
- **SME Collaboration & Stakeholder Communication** | • Articulate 360 Storyline & Rise
- **Interactive E-Learning & Software Simulations** | • Scenario-Based Learning & Assessments
- **Instructor-Led, Virtual & Self-Paced Learning |** • Training Needs Assessment & Learning Objectives
- **Accessibility Standards**: WCAG 2.1 / Section 508 | • ADDIE & SAM Instructional Design Methodologies

PROFESSIONAL EXPERIENCE

E-Learning Instructional Designer
Corporate Courseware | Orlando, FL **September 2026 – Present**

- Manage curriculum revisions and updates from intake through publication, ensuring training content remains accurate, current, and aligned with business objectives and learner needs.
- Prioritize assignments according to business needs, service-level objectives, project deadlines, and organizational priorities.
- Use project tracking practices and Microsoft Project, where applicable, to organize assignments, monitor milestones, track deliverables, and maintain visibility into project status.
- Maintain detailed documentation of project progress, revision histories, completed actions, outstanding tasks, dependencies, and next steps.
- Coordinate with stakeholders and subject matter experts to clarify requirements, resolve content questions, and keep revisions moving toward completion.
- Monitor multiple assignments simultaneously, identify potential scheduling risks, and communicate progress or delays to support timely delivery.
- Review existing learning materials and identify opportunities to improve content clarity, learner engagement, and instructional effectiveness.

E-Learning Instructional Designer
Bank of Montreal (BMO) | Toronto, ON | May 2022 – May 2024

- Managed the development of more than 25 e-learning modules, job aids, assessments, and software simulations using Articulate Rise 360 and Storyline, achieving 95% learner satisfaction.

- Designed and revised banking sales training and learning materials supporting employee onboarding, sales campaigns, investments, mutual funds, and mortgage sales education.
- Utilized Microsoft Project to organize project schedules, track milestones, monitor deliverables, and coordinate instructional design activities against established deadlines.
- Prioritized training development assignments based on business requirements, stakeholder feedback, project timelines, and deliverable dependencies.
- Maintained project documentation, tracked progress, and communicated updates regarding completed tasks, outstanding requirements, and next steps.
- Collaborated with subject matter experts and stakeholders to clarify requirements, validate training content, resolve questions, and ensure timely completion of learning deliverables.
- Developed training content for customer service representatives and other employee audiences, translating complex financial services information into structured learning experiences.
- Utilized Microsoft Project to organize project schedules, track milestones, monitor deliverables, and coordinate instructional design activities against established deadlines.
- Prioritized training development assignments based on business requirements, stakeholder feedback, project timelines, and deliverable dependencies.
- Maintained project documentation, tracked progress, and communicated updates regarding completed tasks, outstanding requirements, and next steps.
- Collaborated with subject matter experts and senior stakeholders to gather requirements, validate training accuracy, clarify business processes, and align learning deliverables with organizational objectives.
- Developed learning plans, resource estimates, and project deliverables for initiatives valued at more than $500,000.
- Coordinated content reviews and revisions to maintain quality, accessibility, and consistency throughout the development lifecycle.
- Created accessible digital learning content in accordance with WCAG 2.1 guidelines, achieving 100% compliance.
- Mentored junior instructional designers and shared best practices for content development, learning technologies, and instructional design.

  Tools: Articulate Storyline, Rise 360, Adobe Creative Suite, Microsoft Project, PowerPoint, Workday, Microsoft Teams, SharePoint, Axonify, Figma, Vyond

E-Learning Instructional Designer
ISANS | Halifax, NS **June 2021 – April 2022**

- Designed and developed multimodal learning programs using Articulate 360 and Moodle to support diverse learner needs.
- Collaborated with subject matter experts and stakeholders to gather information, validate content accuracy, and develop relevant learning materials.
- Coordinated content development activities, monitored revisions, incorporated feedback, and supported completion of deliverables within project timelines.
- Implemented assessment strategies that contributed to a 40% improvement in learning retention.
- Created responsive, accessible e-learning content incorporating instructional design principles and multimedia elements.
- Developed learning activities and assessments to reinforce key concepts and evaluate learner understanding.
- Tools: Articulate Storyline, Rise 360, Adobe Creative Suite, Moodle, Microsoft Office, Microsoft Teams, JavaScript, Amazon Polly
- UX/UI Designer
- Self-Employed | Remote, Freelance | January 2020 – Present
- Design custom digital learning experiences and user-centered content for corporate clients.
- Redesign learning interactions and content to improve usability, engagement, and the overall learner experience.
- Coordinate project requirements, review feedback, manage design revisions, and organize deliverables to support client expectations and agreed timelines.
- Develop multimedia training materials and interactive learning components using modern design principles.
- Create assessment tools and learning interfaces that support knowledge retention and effective information delivery.
- Apply responsive design and accessibility principles to digital content and learning experiences.

- Collaborate with clients to clarify requirements, resolve design questions, and deliver solutions aligned with project objectives.

TECHNICAL SKILLS
Instructional Design & E-Learning: Articulate 360 Storyline, Rise 360, Moodle, Axonify
Adobe & Multimedia: Adobe Photoshop, Illustrator, Premiere, Lightroom, Vyond, Synthesia
Project Management: Microsoft Project, project scheduling, milestone tracking, assignment prioritization, deliverable management, project status documentation, timeline monitoring
Collaboration & Productivity: Microsoft Teams, SharePoint, Workday, Zoom, PowerPoint, Word, Excel, Outlook
Design & Prototyping: Figma, HTML5, CSS3, JavaScript, React
Accessibility & Learning Standards: WCAG 2.1, Section 508, ADDIE, SAM

EDUCATION
Juno College | 2022
UX Design Program
Juno College | 2020