CARLOS J. GUERRA

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Online Portfolio: https://lingualearning.site/
Personalized e-Learning Video Link
Carlos J Guerra LinkedIn Link

PROFESSIONAL SUMMARY

Instructional Designer & Developer with 7+ years of experience creating engaging, accessible corporate and technical training. Expert in Articulate Storyline 360, Rise 360, Adobe Creative Suite, and multimedia and AI integration.

Experienced in designing and leading ILT sessions, preparing participants, managing curriculum implementation, tracking LMS participation, and gathering actionable feedback. Strong background in adult learning, design thinking, systems training, and agile ADDIE practices, with proven success training sales teams. Fluently bilingual in English and Spanish, delivering learning that aligns with business goals and boosts performance.

CORE COMPETENCIES

e-Learning Development (ADDIE)
Articulate Storyline 360, Rise
Adobe Creative Suite
(Photoshop, Illustrator, Premiere, Audition, After Effects, Animate, InDesign, Firefly, etc.)
Research (8 years exp.)

SCORM/xAPI, LMS Integration
Video/Audio Production & Editing
Animation Development
Mobile Accessibility
Authoring tools (12 years exp.)
Project leadership (8 years exp.)
Content writing (8 years exp.)
Storyboarding

E-Learning Localization
Effective Communication
Agile/Scrum Collaboration
AI Agent & Automation
development using
Relevance.ai
Content writing (8 years exp.)

PROFESSIONAL EXPERIENCE

ASSA ABLOY   **April 2021 – Feb 2025**
E-Learning Designer/Developer
Collaborated with SMEs to align training with operational goals, resulting in Assa Abloy's rise from #2 to #1 in customer satisfaction and sales across North America.

Accomplishments:
- Designed and developed mobile-responsive e-learning modules for field technicians using Articulate Storyline, AI voiceovers, recorded videos and animated explainer videos.
- Enhanced accessibility and engagement by using mobile optimization and voice overed text using AI voiceovers, after initially recording the voiceovers myself, so that the technicians could listen to the information instead of reading small text from their mobile phones.
- Used JavaScript to pull the course's user's first name from the LMS's (Learning Management System) database and added their first names back into to the courses making them more personal and specific for each user by name.
- Introduced scenario-based training with the technician's opportunity to test out of the course by passing it with 100%, or taking the course if any of the pre-test questions were missed using triggers and functions within Storyline 360.

1

Duke Energy   **Sept 2019 – March 2021**
E-Learning Designer/Developer (Contract)

Developed interactive safety and product training courses using conditional logic and triggers using Storyline 360.

Accomplishments:
- Edited instructional job aid videos using Camtasia to support field operations.
- Led internal training to optimize file management workflows, improving team productivity and reducing storage issues.
- Worked with subject matter experts and management to put together courses that helped the technicians within the field.
- Put together E-Learning and, or Instructor-Led learning from PowerPoint document supplied by the experts in a way to enhance the learning experience using adult learning procedures.

DAZN Sports Streaming   **Feb 2017 – June 2019**
Instructional Designer & Bilingual Trainer

- Delivered bilingual training (English/Spanish) for new agents and supervisors, enhancing service consistency across departments.

Accomplishments:
- Designed Quick Text training materials, resulting in significantly faster response times and higher QA scores across the customer service team.
- Designed an onboarding course and process for new hires.

EDUCATION

Art Institute of Pittsburgh   **Thomas Edison State University**
A.S. in Web Design   Computer Science

CERTIFICATIONS

- Needs Assessment & Storyboarding
- Adult Learning Theory
- Microsoft Excel Certified
- MTA: Networking (98-366), Security (98-367), OS Fundamentals (98-349), Mobility (98-368)

LANGUAGES

- Fluent in English and Spanish

References are available on request.