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EDUCATION

Bachelor of Fine Arts
Graphic Design and Branding
Biola University, Los Angeles, CA

Master of Fine Arts
Design and Pedagogy
California Institute of Art,
Santa Clarita, CA

EXPERTISE

Instructional Design
UI/ UX Optimization
Stakeholder Collaboration
AI Efficiency
Needs Analysis
Creative Problem Solving

TECHNICAL SKILLS

Adobe Creative Suite,
Articulate, Canva, Cerros Studio
101, Vyond, Microsoft Office &
SharePoint, Inkling Knowledge
Management, Final Cut Pro,
OpenAI, Cornerstone
OnDemand, Oracle

CERTIFICATIONS

Instructional Design
Instructional Design
Foundations and Applications
Certification
University of Illinois, Chicago, IL

Ceros
Ceros Studio 101
educate.ceros.com

WENDY RAIGOSA

Instructional Designer

SUMMARY

Successfully developed and delivered learning solutions to educate the company's workforce and drive organizational performance. Worked collaboratively with multiple subject matter experts (SMEs) to translate highly technical concepts into user-friendly, professional learning programs.

WORK EXPERIENCE

Sept 2022- Present
Albertsons Companies | Fullerton, CA
Instructional Designer

- Led the design and curation of the Albertsons Merchandising Academy, incorporating instructional design and UI optimization expertise.
- Utilized AI to advance the development of a multitude of learning experiences for the business's backstage corporate, merchandising, and technology & engineering sectors.
- Collaborated with legal stakeholders to ensure compliance with national and state regulations, facilitating the integration of retail learning into program frameworks.
- Spearheaded a comprehensive redesign and establishment of a cutting-edge learning hub, markedly enhancing associates' access to learning resources while showcasing the department's prowess in design.
- Partnered with Subject Matter Experts, promoting and securing relationships with new areas of the business.
- Developed branding packages for a multitude of initiatives within the Albertsons organization.
- Evaluated design and curated content to gauge effectiveness in meeting learning outcomes, employing insights to refine and optimize our L&D strategies iteratively

Feb 2021- Aug 2022
Amazon | Long Beach, CA

Media and Communications Coordinator

- Developed programming for employee engagement and provided HR-supported resources.
- Conducted onboarding processes for 200+ employees, contributing to their professional development.
- Researched and analyzed areas of opportunity, implementing action plans for performance improvement.
- Implemented a renewed nationwide process of onboarding that targeted an opportunity in first-day employee retention. Identified i9s as a key contributor to initial loss and leveraged a solution of communications that allowed for an increase in completion rates from 60% to 90% in partnering stores.

Sept 2020 - Jul 2022
California Institute of the Arts | Santa Clarita CA
Graduate Assistant

- Conducted 4 hours per week of classroom instruction.
- Took charge of presentation research, data entry, and analysis of course content, website development, and design of marketing materials.
- Contributed to the development of new material for department courses for both BFA and MFA audiences.
- Coordinated the 2021 - 2022 Paul Brauch Visiting Artist Lecture Series, partnering with a multitude of esteemed professionals practicing across the globe.