

ROSANNA KWOK

www.rosannakwok.com

ABOUT ME

Educator at heart, instructional designer by trade—I've spent 10+ years guiding learners to “aha!” moments. With a knack for creating training that aligns with business goals, I craft learning experiences that meet people where they are. My mission? Building smart, seamless learning ecosystems that deliver the right training to the right people at the right time.

PROFESSIONAL SKILLS

- Facilitating learning in person and online
- Project Management
- Cross departmental collaboration
- End-to-end video production
- Presentation
- Public speaking

TECHNICAL SKILLS

- Learning management systems – Thought Industries, TalentLMS, LearnUpon, and Moodle
- Project management tools – Wrike, Asana, Google Workspace, Slack, and Zoom
- Microsoft 365
- Content authoring – Appcues, Articulate Rise and Storyline
- Product analytics – Pendo
- Video – Camtasia
- AI – prompt engineering, vibe coding, agents

PROFESSIONAL EXPERIENCE

Instructional Designer

Push Operations | July 2024 – February 2025

Creating in-app customer onboarding to prepare for scaling and shorten onboarding time

- Design and develop internal enablement materials, including workshops and eLearning, to foster a culture of learning and empower department managers to create, standardize, and scale team onboarding
- Implement and optimize the digital adoption platform (Appcues) in collaboration with developers, ensuring seamless data integration to standardize onboarding, drive product-led growth, and scale effectively
- Design and develop in-app onboarding materials for SMB customers in collaboration with SMEs, ensuring content follows a logical and progressive flow, preventing information overload and delivering the right guidance at the right time

Instructional Designer II

Diligent | July 2021 – July 2024

Creating customer, partner, and employee facing technical product training to increase adoption and quicken onboarding

- Major project - consolidate 3 LMSs into 1, centralizing learning for customers, partners, and employees for easier access
 - Work closely with multiple stakeholders across the organization to consult on the best way to migrate their content and coordinate the migration of 200+ content items
 - Develop internal enablement materials to effectively and efficiently onboard stakeholders in various administrative roles

EDUCATION

Online/eLearning

Instruction Certificate

(Now the Teaching Online Certificate)

(Adult Education)

Vancouver Community College

TESOL Certificate

(Adult Education)

Vancouver Community College

Bachelor of Commerce,

Human Resources

Management

University of British Columbia

PROFESSIONAL EXPERIENCE, CONTINUED

Instructional Designer II

Diligent | July 2021 – July 2024

Creating customer, partner, and employee facing technical product training to increase adoption and quicken onboarding

- Design, develop, and implement product training courses- text, images, diagrams, and videos - to increase customer adoption and reduce up to 10 hours of training time for implementation teams
- Collaborate with technical SMEs to distill their domain expertise and best practices into beginner friendly, bite-sized content
- Develop and implement a product analytics strategy to measure ROI and impact of training through establishing baselines and metrics to measure product adoption and gather customer sentiment
- Standardize and document course authoring, image, and video standards to ensure consistency across teams
- Support global customers via technical troubleshooting of LMS and content related issues to ensure the best customer experience

Learning Specialist

EC English Language Centres | April 2014 – July 2021

Facilitating active learning and developing engaging curriculum for learners to succeed in a global economy

- Facilitate learning for groups of varying ages and ethnicities by establishing expectations and objectives, giving concise instructions, providing timely feedback, and classroom management
- Create and develop engaging learning activities and presentations tailored to individual and group needs for in person and online environments
 - For core courses (beginner to proficiency levels), electives, and standardized testing courses (Cambridge FCE and IELTS)
 - Groups of up to 15 for duration of 10-12 weeks