

ADIB MASUMIAN

LEARNING DESIGN ANALYST



512-538-8552



adibmasumian@gmail.com



Austin, Texas

EDUCATION

MA in Learning Technologies

University of Texas at Austin

SKILLS

Fluent in English and Persian

Training

Needs Assessment

Digital Accessibility

Video Editing

Audio Editing

Project Management

Change Management

Technical Writing

Copyediting

WORK EXPERIENCE

LEARNING DESIGN ANALYST

Salesforce.com | Austin, Texas | August 2019–Present

Salesforce.com is a leading producer of customer relationship management (CRM) software.

- Develop standards for the development and deployment of courses and curriculum for a variety of Sales and Customer Success Group roles
- Work with teammates to develop course and curriculum design training for enablement specialists in the Global Enablement team and field organizations
- Collaborate with existing course and curriculum designers to implement design standards and provide ongoing support
- Build prototypes of learning content and refine with feedback from team members and stakeholders
- Create professional materials that are accessible and focused on target outcomes

INSTRUCTIONAL TECHNOLOGY SPECIALIST

MicroAssist | Austin, Texas | March 2013–July 2019

MicroAssist designs and develops informative and engaging e-learning experiences that are tailored to meet client needs.

- Built interactive learning experiences in Lectora Publisher, Articulate Storyline, and Adobe Captivate
- Designed, developed, and delivered instructor-led courses complete with participant manuals and instructor guides
- Conducted webinars on training and e-learning
- Performed in-house video and audio editing with such software as Camtasia Studio and Audacity
- Remediated PDF files, PowerPoint decks, Word documents, and other files for digital accessibility, so they could be easily interpreted by those with visual impairments
- Implemented a company style guide that draws on the *Chicago Manual of Style*, the *Microsoft Manual of Style*, and other authoritative standards of style