

**PRISCILA T. ANAYA**  
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## PROFESSIONAL SUMMARY

Expert, passionate, skilled and results-driven learning and development leader with a strong background in instructional design and performance improvement. Adept at leading training teams of a wide variety of clients. Expert in all instructional design phases, development models and delivery methods.

## CORE COMPETENCIES

- Proven, effective, creative and results driven instructional solutions implementation
  - Strategic project management
  - Efficient and effective team leadership
  - Successful Learning and Content Management System (LMS, CMS) implementation
  - Proven ability to build strong partnership with stakeholders
  - Experienced at measuring instructional solutions effectiveness
  - Fluent in English and Spanish
  - Proven software proficiency: Microsoft applications including Project, Visio, and SharePoint. QuestionMark, AuthorIt, Captivate, Articulate Storyline, Camtasia, Enterprise applications, Vyond, Photoshop, Illustrator, InDesign, Connect, Premiere, Vyond, Canvas and Zunos LMS and Acrobat Professional.
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## WORK EXPERIENCE

**LMS Migration Consultant** at Sephora in San Francisco, CA 10-22 to present

- Establish naming conventions, folder hierarchy, and file structure to streamline Zunos LMS migration procedures and assets delivery
- Design data base to host and organize ~2000 assets, location, and their nomenclature
- Collaborate with stakeholders and influence for effective processes development, project management and on-schedule delivery

**Lead Consultant/Sr. Instructional Designer** at The Mosaic Company in the Bay Area, CA 2014 to 06-2022

Clients: PG&E Academy, NiSource Energy, American Electric Power, Exelon Utilities, Northern California Energy Savings

### Managed, led and coached teams of:

- Instructional designers and Subject Matter Experts (SMEs) to develop technical training blended solutions including instructor-led, on-the-job, e-learning, software simulations, portals, and virtual learning
- Stakeholders on project design, curriculum map development, SharePoint portal design and assessments strategy
- Enterprise technical software training developers and facilitators

### Executed:

- Front End Analysis (FEA)
- Utilities task and gap analysis to develop technical and leadership training solutions
- Enterprise technical training needs analysis
- Training effectiveness measurement strategy including Kirkpatrick levels application
- Training documentation Quality and Control Assurance (QA/QC)
- Professional development team members 'planning including SMART goals setting and Performance Evaluations

### Designed, developed and enhanced:

- Line of Progression (LoP) curriculum maps
- Simulations to assess training refresher needs
- Course learning objectives, skill/knowledge assessments and storyboards
- Engaging graphics, videos, animations and e-learning courses/activities
- English/Spanish courses

**Course Developer and Instructional Tech** at Western School of Law in San Diego, CA

2014-2015

**Managed and led:**

- LMS and CMS implementation
- Video production and post-production

**Executed:**

- Instructional program effectiveness strategy

**Developed and delivered:**

- Bilingual legal training curriculum, e-learning courses, training guides, manuals, assessments and job aids

**Training and Development Manager** at Progress Financial in Menlo Park, CA

2012-2014

**Managed and Led:**

- Bilingual trainers team and financial training development

**Executed:**

- Training needs and gaps assessment in collaboration with trainers, SMEs, and management team
- LMS implementation
- Training effectiveness strategy
- Performance evaluations

**Developed:**

- Tools to analyze employee engagement
- Bilingual financial training videos production
- Financial instructor-led training and e-learning courses

**Project Manager** at Achieve3000 in San Diego, CA

2010-2012

**Led and managed:**

- Technical development team and resources
- Curriculum development team

**Executed:**

- Training needs assessments

**Analyzed, designed and developed:**

- K-12 science product scope, project plan, requirements, goals, and learning objectives
- CMS and LMS customization and implementation plan
- Assets archiving strategy
- E-learning training
- Project evaluation strategy

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**EDUCATION**

**Degrees**

**San Diego State University** - San Diego, CA  
M.A. Learning Design and Technology

**Universidad Nacional Autónoma de México** - Mexico City, MX  
B.A. Mass Communication and Journalism – Video Production  
Major

**Certificates**

**Training Industry Inc** - USA  
Professional Training Management Certificate (CPTM)

**UC Berkeley** - Berkeley, CA  
Technical Communication Certificate

**San Diego State University** - San Diego, CA  
Teaching English as Second Language Certificate (TESL)

**North Center of Continuing Education** - San Diego, CA  
Interactive Multimedia Certificate Program