



# XENY LOPEZ MATOS

## INSTRUCTIONAL DESIGNER & TRAINING SPECIALIST

Experience in instructional design, training, project management, LMS administration, video production, and blog content creation.

Detail-oriented, easy-going and organized with an inclination to find order in the chaos.

### CONTACT

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### EDUCATION

**Florida Institute of Technology**  
2010 - 2012 | M.S. Industrial & Organizational Psychology (3.9/4.0)

**University of Florida**  
2007 - 2010 | B.S. Psychology (3.8/4.0)

### SKILLS

- Articulate Storyline
- Camtasia
- Powtoons
- Basic HTML
- Video production
- Project management
- LMS management
- Blog content creation
- Kirkpatrick Model of Training,
- Microsoft Word, Excel, PowerPoint, Publisher
- Google workspace
- Apple and PC systems

### EXPERIENCE

2018 - Present **LOGILE TRAINING SPECIALIST**

- Manage the development, creation, and delivery of eLearning training content for Logile's software solutions and services.
- Develop video and content for marketing and website purposes
- Project manager for an internal website that hosts all company content, information, and related material
- Collaborate with subject matter experts to determine training needs and requirements.
- Complete LMS administrator responsibilities including course maintenance and user management
- Employee process manager for incoming and exiting employees
- Blog and article content creator

2018 - Present **CONTRACT & FREELANCE INSTRUCTIONAL DESIGNER**

Services have been provided to Arizona State University Digital Prep, TTEC, Ortega National Parks, Indeed, and Ford. Services include:

- Training needs assessment and evaluation
- Training material development
- eLearning development
- LMS management

## EXPERIENCE (CONT.)

2018 -  
2019 **LOOK MARKETING& BRP SEADOO  
TRAINING SPECIALIST & EVENT ASSISTANT**

Contractor for services provided to BRP Sea-Doo Watercraft. Services included:

- Conducting employee training on watercraft knowledge and handling
- Consulting on best training practices to optimize training effectiveness and increase dealership sales

2017 -  
2018 **ARDX  
TECHNICAL WRITER CONTRACTOR**

- Research and develop PowerPoint presentations, manuals and operational documents based on current policy and regulations
- Collect and organize information required for preparation of reports, studies and analysis
- Perform technical integration of content.
- Review transcriptions from training sessions.
- Accurately assess content to tailor documentation format for intended audience
- Create SOPs, BPMs and document process improvements

2015 -  
2017 **PERCEPTA  
INSTRUCTIONAL DESIGNER, SENIOR TRAINING SPECIALIST, & LMS MANAGER**

- Project managed the training and instructional design segment for a new Ford Legal team on an expedited timeline
- Project managed the training and instructional design segment for a new Ford Motor Company website and program launch
- Project managed the conversion and upload of documents onto a digital platform for Ford's legal team
- Project managed the conversion of the learning and development department's written assessments into digital assessments using Storyline and uploaded into LMS system
- Project managed the updating of all department materials and exceeded timeline expectations
- Created all instructional material for a new Ford Legal team on an expedited timeline
- Created all training materials for a new hire curriculum designed to onboard chat agents to support a new Ford program.
- Facilitated new hire and specialized training for various Ford dealer programs including multiple program launches
- Provided global support as system administrator for company Learning Management System (LMS)
- Implemented processes to standardize and streamline LMS requests and troubleshoot system issues
- Responsible for generating and distributing reports using LMS system to ensure the Learning and Development department met Ford's training requirements
- Identified areas of opportunity for the onboarding of new trainers and created training materials to expedite the onboarding process
- Recommended, evaluated and administered alternative training methods
- Created training materials, such as reference manuals and video tutorials, for Ford programs and commonly used Ford systems
- Completed Quality Assurance responsibilities until positions were filled
- Attended calibration and training meetings with Operations to determine training and development needs
- Partnered with Operations Team Leaders to assist trainees with the transition from classroom training to the production floor

## EXPERIENCE (CONT.)

2012 -  
2014

### **ACCENT TECHNOLOGIES** **SENIOR PROJECT & RELATIONSHIP MANAGER**

- Identified all critical business issues with C-Level Executives/management to map out company-wide Presentation Management, Digital Asset Management and Sales Enablement Solution implementations throughout North America and Europe with clients ranging from large enterprise entities (Oppenheimer) to the SMB market with verticals ranging from highly regulated industries such as Financial Services to Travel/Tourism and Advertising Agencies
- Managed the entire lifecycle implementation of the solution from identifying the core business need, designing the user interface and layout, recommending customizations, user acceptance testing, providing tailored administrative training to ensure proper management of the solution and production roll-outs
- Maintained high user adoption rates of newly implemented software solutions through uniquely designed central libraries, tailored training sessions, learned best practices, client feedback via customized surveys, and consistent weekly communications with clients
- Proactively consulted with C-Level Executives/Management on all possible expansion initiatives based on critical business issues, client feedback, industry research and returns on investment to grow accounts and gain company-wide recognition for smaller initial implementations
- Utilized client feedback and competitive product knowledge to assist the development of a new Sales Enablement platform, add-ons, and client customizations

2011 -  
2012

### **KPARKS CONSULTING** **CONSULTANT & RESEARCHER**

- Served as a member of the KParks team during their contract with the National Guard Bureau Diversity Conference
- Identified organizational issues and patterns, high potential employee candidates, and employee organizational values by creating custom surveys and conducting qualitative and quantitative analyses via a statistical package (SPSS)
- Utilized my bilingual skills to translate organizational documents and surveys from English to Spanish.

2010 -  
2012

### **THE CENTER FOR ORGANIZATION EFFECTIVENESS & HARRIS CORPORATION** **CO-FACILITATOR & ASSISTANT**

- Improved the executive presentation skills of Harris employees by co-facilitating a Florida Institute of Technology executive training program.
- Assessed presentation skills by gathering and analyzing pre and post training presentation skills.

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## PUBLICATIONS

### **ARTICLES**

[COVID-19: How a Pandemic Led to an eLearning Demand](#)  
[Happy Associates: How Training Can Lead to Greater Employee Satisfaction](#)  
[The Long Haul: Training for the Permanent Workforce Impacts of the Pandemic](#)

### **MASTER'S THESIS**

[Equity and Theft : Examining the Role of Affect, Self-Control, and Organizational Commitment](#)