

# NATALIA ECHEVERRY

INSTRUCTIONAL DESIGNER / LEARNING ENGINEER / AI INTEGRATION

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Instructional designer and learning engineer drawn to the problem-solving side of the work, figuring out what learners actually need and building something that delivers it. Constantly experimenting with AI tools, automation, and new approaches to design and project management. I do best in vision-driven environments, working with interdisciplinary teams where people are trusted to think and create.

## EDUCATION

<b>MS, Human-Computer Interaction</b>	Rochester Institute of Technology, Rochester, NY	2024
<b>BS, Visual Arts</b>	Universidad Javeriana, Bogotá, Colombia	2008

## PROFESSIONAL DEVELOPMENT

• <b>Data Science Methods for Digital Learning Platforms</b> — University of Pennsylvania	2025
• <b>Learning Engineering Summer School</b> — Carnegie Mellon University Learn Lab	2024
• <b>Google Project Management Specialization</b> — Coursera	2023

## PROFESSIONAL EXPERIENCE

**Instructional Designer** Oct 2023 – Present

University of Pittsburgh – Center for Excellence in Digital Education (EDGE) · Denver, CO (Remote)

- Led end-to-end course design and development for graduate online programs, from needs assessment and learning strategy through build, QA, and launch.
- Designed an iterative course improvement process using Agile sprints, building Airtable-based backlogs across four dimensions (usability, accessibility, pedagogy, assessment) and running weekly working sessions with faculty.
- Partnered with graduate faculty to design and develop online courses, sharing not just what to do but why — building their capacity in online learning with every collaboration.
- Built a locally-run QA parser using an open-source LLM to automate Canvas course reviews against OLC and CAST/UDL standards, cutting review time from weeks to minutes.
- Tracked course performance metrics; used learner feedback and analytics to identify content gaps and drive targeted improvements.

★ **Winner, 2024 Teaching Center Staff Excellence Team Award**

**eLearning Designer / Developer** Jun 2022 – Feb 2023

World Bank Group · Remote

- Led full redesign of a global training program for UNICEF, World Bank, and WaterAid; managed project across international SME teams in multiple time zones, from needs assessment through SCORM deployment and post-launch evaluation.
- Localized curriculum for culturally diverse global audiences; ensured WCAG compliance and international delivery requirements.
- Achieved 6,000+ voluntary enrollments and a 20% completion rate after two months of launch — twice the MOOC industry average, with no mandatory participation.

## Program Officer – Digital Learning

Nov 2019 – May 2022

UNICEF · New York, NY

- Oversaw training quality and consistency across 100+ eLearning courses on a platform serving 200,000+ active users globally.
- Delivered Train-the-Trainer support and mentored specialists across 50+ countries on course development standards; created the Course Design Toolkit adopted as the organizational standard.
- Managed localization into all six UN official languages with full RTL/LTR support; trained global staff on learning analytics and learner engagement tracking.
- Led end-to-end vendor relationships (SOW, RFP, proposal evaluation, delivery oversight) across all managed projects.
- Collaborated with compliance, policy, and subject matter experts to ensure training aligned with regulatory and organizational standards.

## eLearning Designer / Developer

2013 – 2017

UNDP & Inter-American Development Bank · Bogotá, Colombia

- Developed onboarding and upskilling eLearning programs for government officials across Latin America; led platform redesigns and collaborated with technical SMEs on multi-country, multilingual curriculum strategy.

## CORE SKILLS & COMPETENCIES

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<b>Instructional Design</b>	ADDIE, SAM, Bloom's Taxonomy, adult learning principles, curriculum development, assessment design, blended learning
<b>AI &amp; Automation</b>	Open-source LLM integration, prompt engineering, generative AI policy development, LLM-powered QA automation
<b>Authoring &amp; Multimedia</b>	Articulate Storyline, Rise 360, Camtasia, Adobe Premiere Pro, Photoshop, Illustrator
<b>Learning Platforms &amp; Standards</b>	Canvas LMS, Moodle/Totara, Coursera, SCORM, xAPI, cross-platform compatibility
<b>Accessibility &amp; Localization</b>	WCAG, ADA, Section 508; RTL/LTR, multilingual adaptation to all six UN official languages
<b>Training Delivery</b>	eLearning, Train-the-Trainer, VILT, audit and QA, completion tracking, vendor training oversight
<b>Data &amp; Analytics</b>	Learner engagement metrics, training effectiveness evaluation, course analytics, data collection and reporting
<b>Project &amp; Vendor Management</b>	Scrum/Agile, SOW/RFP development, stakeholder collaboration, cross-functional teams