Ana Gonzales

Instructional Designer

Contact Info

adesigns.contact.ag@gmail.com
www.linkedin.com/in/ana-gonzales-67090bab

Portfolio

https://adesigns.online/projects/

Languages

- Spanish (Native)
- English (Fluent)

Computer Languages

- Java
- C++
- HTML
- PHP
- CSS
- JavaScript

Software Skills

Graphic Design Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign

Video Editing Tools

- Adobe After Effects
- Adobe Premiere Pro

eLearning Tools

- Adobe Captivate
- EdTechBooks
- Canvas
- Articulate 360
- Talent LMS

Web Development Tools

- Adobe XD
- WordPress
- BrightSpot

Marketing Tools

- Adobe Marketo

Others

- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Power BI

Professional Summary

Professional with a strong background in user-centered design and the development of eLearning materials for diverse audiences. Known for strong collaboration, attention to detail, and adaptability to changing project needs. Skilled in learning content analysis, learner analysis, eLearning development, and multimedia content creation.

Skills

Professional Skills

- Problem Solving
- Adaptability
- Collaboration
- Curiosity & Creativity
- Project & Time Managment

Technical Skills

- Instructional Designer
- Web Development
- Graphic Design
- Video Editing
- Marketing Automation

Experience

Training Program Manager | Landmark Excavating | Jan 2026 - Current

Collaborated to manage their registered apprenticeship program, overseeing apprentice onboarding and enhancing the online learning experience.

Managed learning technologies and training content delivery while developing reporting solutions to track learner progress and completion.

Created process documentation and step-by-step guides to support knowledge transfer, standardization, and employee performance.

Instructional Designer | BYU Arts Partnership | Jan 2025 - Dec 2025

Adapted an online course to a new format (ebook) making their digital learning content more visible and accessible to a more diverse audience.

Managed the project to redesign the BYU Arts Partnership's website, making their website easier to navigate and faster to search for learning content and resources.

Applied the design thinking process and adult learning principles to redesign the new website, creating a better user and learning experience.

Graphic and Web Designer | SirsiDynix | Nov 2015 - Dec 2024

Redesign and developed the website to better market the company and to drive more customers to the site for information they needed about services and products.

Designed and created Marketing materials for the company and their sales team to better promote and teach about their product and services.

Collaborated in the creation of a Marketing product to create more revenue.

Created onboarding training materials and online trainings for their new Marketing product.

Art Teacher | Provo Canyon School | Jul 2015 - Oct 2015

Planed, modified and redesigned the lesson to better meet the students' needs as I taught them art and visual culture concepts through drawing, painting and Graphic Design.

Graphic Designer | BYU Graduate Studies | Aug 2013 - Apr 2015

Met with different clients to better understand their needs and their views of the projects.

Searched for opportunities to better advertise events through improved designs and also took pictures to promote their events through social media.

Teacher Assistant | BYU Computer Science Department | Summer 2012, 2013, 2014

Balanced supporting students with grading responsibilities while remaining calm in stressful situations.

Taught C++ and Java by simplifying and explaining complex concepts to the students.

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Education

MASTERS
Instructional Psychology & Technology — Brigham Young University, Provo, UT — 2019-2025

BACHELOR
Art Education
with a Minor in Computer Science — Brigham Young University, Provo, UT — 2008-2015

TECHNICAL STUDIES
Graphic Design — Instituto San Ignacio de Loyola, Lima, Peru — 2004-2006

Other Certificates

OSHA 10	Jun 2026
First Aid & CPR Certification	Mar 2026
Foundations of Project Management	Dec 2025
Foundations of Project Management	Dec 2025