

EKATERINA PAVLOVA

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● Summary

Instructional designer with 3,5 years experience in online courses development. Have worked with different formats – instructor-led, e-learning courses, video courses. Actively use different learning methods and theories like Bloom's taxonomy, motivation theory and others. Also follow a student-centric approach that allows students to reach learning outcomes.

● Skill Highlights

- Learning solution development
- SME mentoring
- Content design (presentations, long reads, guides etc.)
- Project management
- Graphic design basics
- CustDev interview conduction
- Course competencies mapping
- Articulate Storyline
- Powerpoint/Google Slides
- Miro
- Adobe (Illustrator; Photoshop; After Effects)

● Experience

march 2021 - until now (2 years)

Middle Instructional designer | [OTUS Online Education \(IT online courses\)](#)

Key responsibilities: learning program design, course support, and refactoring, SME onboarding, mentoring, and training. Division idea-management.

Key metrics: COR, average score, CSI (learning materials), eNPS (SMEs)

Main areas of responsibility:

- Course development: identifying learning outcomes, learning assessment tools and teaching methods
- Content design and preparation (support materials, presentations)
- Group track: analyzing feedback, working off negativity, etc.
- Metrics collection and analysis
- Mapping course competencies
- Onboarding, training, and mentoring for experts

Achievements / Results:

→ Have designed 6 long and short term courses, have refactored 3 courses.

Several of them:

- [Senior IT recruiter](#) (6 months course)
- [Archimate](#) (2 months course)
- [C# basic](#) (6 months course)

→ Personal average COR - 27% (target - 21%)

→ Led the experiment in developing simulators for a Java course

→ Developed structure and onboarding materials for new methodologists (including adapted OTUS methodologist's skillset)

march 2017 - June 2018 (1 year 4 months)

E-learning course developer | [Eduson \(B2B online courses\)](#)

Key responsibilities: course script preparation, assembling an e-learning course into a simulator

Key metrics: course interactivity, gamification; slide layout quality; simulator logic and continuity; text quality

Main areas of responsibility:

- Analysis of sources, creation of course structure and scenario
- Slides layout, infographics elements creation
- Working with Adobe software (Photoshop, Illustrator, Premiere)
- Created storylines for e-learning courses and business-simulations
- Onboarding and mentoring for new employees

Achievements / Results:

→ Have designed and developed nearly 20 training courses:

- [SDR: How to Convince Clients by Using Arguments](#)
- [SDR: How to Maintain Perseverance](#)
- [Как управлять с помощью эмоционального интеллекта](#)
- [Как избегать типичных ошибок в письменной речи](#)

→ Developed non-standard gamification mechanics for training

→ Led the training of 5 new employees of the company

→ In a short time mastered the work with software and the necessary tools.

Education

BS Science of Management (with Specialization in Marketing) – 2020

RANEPA, Moscow

Certifications and languages

English language – C1

Russian language – Native

Skillbox, online course "Instructional design"

Gotomind, course "Philosophy basics"