

Alexandra M. Guerin

Digital Learning Experience Designer | Workforce Training & Multimedia Strategy

Greater Houston, TX | Alexandra.M.Guerin@gmail.com | 281-772-1254 | Portfolio: aguerin-portfolio.com

Professional Summary

Learning Experience Designer with 10+ years of experience supporting enterprise and industrial organizations through multimedia-driven workforce training solutions. Skilled at translating complex technical processes into **clear, engaging digital learning experiences that improve employee readiness, knowledge transfer, and operational consistency.**

Background includes supporting **large-scale organizational initiatives such as system rollouts, product launches, safety communication campaigns, and onboarding modernization efforts.** Known for strong stakeholder collaboration, rapid content development, and ability to adapt learning strategies within evolving business environments.

Seeking a long-term remote opportunity contributing to **workforce capability development, learning modernization, and performance enablement initiatives.**

Core Competencies

Workforce Learning & Performance

- Technical training design for frontline & field teams
- Safety / compliance training (OSHA-aligned environments)
- Operational process enablement
- Skills-based workforce development
- Learning analytics & performance measurement

Industrial & Enterprise Communication Design

- Technical visual storytelling
- Job aids, SOP visualization & microlearning
- Simulation-based learning design
- Scenario-based performance training
- Change management learning campaigns

Digital Learning Technology

- AI-assisted content creation workflows
- Rapid eLearning production at enterprise scale
- LMS / LXP implementation support
- SCORM / xAPI deployment strategy
- Learning program lifecycle management

Remote Collaboration & Delivery

- Agile project execution in distributed teams
- SME facilitation & stakeholder alignment
- Cross-functional enterprise communication
- Vendor / contractor coordination
- Global workforce training delivery

Professional Experience

Learning Multimedia Designer (Remote)

Waste Management — Houston, TX

SEP 2023 – JAN 2026

- Designed enterprise digital learning modules supporting workforce onboarding, safety awareness, and operational process understanding
- Developed multimedia learning assets that increased learner interaction and improved training clarity across distributed employee groups
- Streamlined development workflows enabling faster delivery of learning initiatives aligned with evolving organizational priorities
- Partnered with subject matter experts and training leaders to translate technical procedures into structured digital learning experiences
- Produced accessible learning solutions aligned with WCAG and Section 508 standards

Digital Learning & Visual Communication Consultant (Contract)

Various Enterprise & Industrial Clients — Remote

SEP 2021 – SEP 2023

Key Clients: Sage Communications · Vibrent Health · L&T Technology Services

- Supported short-term learning and communication initiatives tied to organizational transitions, technology adoption efforts, and workforce education needs
- Designed UX-informed visual learning materials, motion graphics, and technical communication assets
- Contributed to rapid project cycles requiring independent execution and remote stakeholder coordination
- Delivered structured design solutions, helping teams communicate complex concepts to internal and external audiences

Multimedia Designer (Remote)

Kraton Corporation — Houston, TX

DEC 2020 – SEP 2021

- Produced digital communication and training-support content for global chemical manufacturing initiatives
- Collaborated with marketing and technical teams to ensure visual messaging aligned with product positioning and workforce communication goals
- Supported campaign optimization efforts through iterative design improvements and user experience adjustments

UI/UX Designer & Web Animator

Tata Consultancy Services — Dallas, TX

JUL 2018 – OCT 2020

- Designed motion graphics and explainer content supporting enterprise internal communications and technology awareness initiatives
- Developed dashboard interface visuals, improving accessibility of data insights for business stakeholders
- Contributed to multi-platform communication programs reaching large internal employee populations

Earlier Industrial Design & Multimedia Roles

BlueLine Rental (United Rental) · National Oilwell Varco · Dorian Tool International · MediaFire

JUN 2013 – JUL 2018

- Created technical visualizations, instructional graphics, and product renderings supporting equipment training and operational documentation
- Collaborated with engineering teams to improve clarity of technical information delivered to field employees
- Supported modernization of digital asset libraries and internal communication resources

Education

BACHELOR OF FINE ARTS — COMPUTER ANIMATION

SAM HOUSTON STATE UNIVERSITY

ASSOCIATE OF ARTS — GRAPHIC DESIGN

LONE STAR COMMUNITY COLLEGE SYSTEMS

Technology Skills

Learning & Authoring Tools

Articulate Storyline, Rise 360, Adobe Captivate, LMS Platforms, SCORM

Technical Visualization

Autodesk Maya, 3DS Max, Inventor, SolidWorks

Design & Multimedia

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Sketch

Web & UX

HTML, CSS, JavaScript, SharePoint

AI & Video Tools

WellSaid AI, Vyond

Project & Collaboration Tools

Jira, Asana, Monday.com, Basecamp, MS Teams