Sebastian Machel

SUMMARY

Instructional Designer experienced in e-Learning, multimedia design, and project management. Expert in instructional design methodologies, adult learning theory, needs analysis, and information design. Proficient in creating and maintaining courses using Articulate 360 and managing content through Learning Management Systems (LMS). Strong multimedia expertise in video editing, graphic design, and interactive media using Adobe Creative Cloud. Adept at technical writing and applying visual design principles to enhance learner engagement. Possesses solid project management capabilities for scheduling and resource alignment.

EXPERIENCE

Instructional Designer | Oxford College

07/2025 to Present

- Design and guide development of new asynchronous curricula and course content for post-secondary vocational programs, ensuring alignment with learning outcomes and standards.
- Develop and review assessments, applying iterative design principles to adapt synchronous evaluations into effective asynchronous
- Evaluate learning solutions continuously and provide innovative guidance to maintain program quality, currency, and relevance through environmental analysis.
- Maintain understanding of evolving mandates and industry requirements to ensure all instructional materials and courses meet dynamic professional standards.
- Contribute to creation and refinement of instructional templates, learning models, and best practices that enhance design processes and
- learner engagement.

 Create engaging AI-generated videos using Synthesia to enhance learner interaction, accessibility, and retention across digital platforms.
- Manage course content in Canvas LMS by uploading SCORM packages and creating or updating syllabi to ensure seamless delivery and compliance.

Project Coordinator | Learn Premium English

01/2021 to 07/2024

- Applied adult learning theory and training needs analysis to create effective instructional design and information design.
- Utilized training methodologies and learning technologies to enhance web-based and video-based learning experiences.
- Fostered a team-building approach to ensure seamless execution of training and project management activities
- Enhanced learning quality by identifying gaps in instructional design components, resulting in a 25% increase in learner engagement and comprehension
- Maintained accurate and up-to-date metrics by tracking learning engagement, course assignments, reports, and attendance for learners using the LMS, which improved overall reporting and analysis by 30%
- Managed new student course project plans, including creating, monitoring, and completing project documentation plans as needed resulting in quality assurance and 20% increased student satisfaction
- Updated student learning paths in the LMS, resulting in a 15% increase in learning experience
- Maintained a keen eye for detail and adhered to documentation standards while creating comprehensive project management documentation, ensuring accuracy, clarity, and consistency throughout all project phases

General Manager | Fit4Less

02/2021 to 04/2023

- Streamlined operations by coordinating daily activities and schedules for 15+ employees, which improved operational efficiency and reduced overhead costs by 10%
- Utilized strong communication skills and active listening to elevate customer service standards, leading to an exceptional member experience and a 20% improvement in member satisfaction scores
- Boosted sales by 25% by training staff on effective sales techniques and implementing a new customer service strategy that led to higher membership sign-ups
- Enhanced team performance by recruiting and onboarding 10 highly qualified fitness instructors, which resulted in a 30% increase in class attendance
- Strengthened the club's community presence by organizing 12 monthly events, leading to a 20% growth in local memberships and fostering stronger community engagement

Business English Teacher | ILSC Education Group

02/2017 to 12/2020

Improved classroom engagement by implementing interactive teaching methods, increasing student participation by 30%, which resulted in higher test scores and overall student satisfaction

Develop and implement comprehensive teaching materials, including lesson plans, worksheets, and multimedia presentations, tailored to

- diverse learning styles and academic levels
- Resolved classroom technology issues by troubleshooting and providing quick solutions, reducing downtime by 15%, and ensuring seamless lesson delivery
- Delivered dynamic presentations and workshops, receiving positive feedback from 95% of attendees, which enhanced the institution's reputation for quality instruction
- Led a team of educators in curriculum development, ensuring consistency and alignment with learning objectives, resulting in a 20% improvement in student performance
- Meticulously organized and managed classroom materials and schedules, reducing preparation time by 25% and improving the overall efficiency of lesson planning and execution

Marketing Assistant | Purahome

08/2014 to 08/2016

- Updated and maintained company website using WordPress, ensuring accurate product information and optimized user experience.
- Created and scheduled social media posts across multiple platforms to increase brand visibility and engagement.
- Managed and updated the company blog, writing and editing content to support SEO and marketing campaigns.
 Assisted in planning and executing marketing initiatives, including email campaigns and promotional materials.
- Coordinated with internal teams and vendor partners to ensure timely delivery of marketing assets and campaigns.
- Monitored and reported on website traffic and social media analytics to inform content strategy and improve performance.
- Supported administrative tasks such as processing invoices and maintaining accurate records for marketing expenses.

EDUCATION

Instructional Design Foundations and Applications University of Illinois	2024 to 2024
Learning and Development certification HRCI	2024 to 2024
Project Management Graduate Certificate Sheridan College	2019 to 2020
Bachelors of Physical Education Brock University	2008 to 2012
Certificate in Instructing Adult ESL ACE TESOL	2016 to 2017

SKILLS

Instructional Design	Learning Management Systems (LMS)	Project Management
Articulate 360	Adobe CC Suite	Curriculum Development
MS Office Suite	Teaching	