



ZABDIEL ROJAS

eLearning Delivery, Development & Project Lead | Consultant | Instructional Design & Production | Accessibility (WCAG 2.1 AA) | AI-Assisted Learning Systems

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Bilingual: English & Spanish

PROFESSIONAL SUMMARY

eLearning delivery, development, and project lead managing complex training programs for enterprise and regulated environments. Specialized in stakeholder alignment, project and production management, accessibility-first (WCAG 2.1 AA) learning, and AI-assisted production systems. Background in media and digital production combined with instructional design to lead multidisciplinary eLearning and marketing teams. Trusted by global organizations including **GP Strategies (Microsoft vendor)**, SAP, CNN, Enbridge, CWB Bank, and Walmart.

CORE SKILLS & CAPABILITIES

eLearning Delivery, Consulting & Project Management

- End-to-end program delivery from kickoff to launch
- Stakeholder & SME alignment
- Scope, timelines, milestones, and approvals
- Cross-functional team leadership (IDs, developers, media, marketing, PMs)
- Enterprise review cycles, QA, and release management

Instructional Design, Interactivity & Learning Strategy

- Learning architecture & curriculum design
- Scenario-based learning and interactive strategies
- Storyboarding, prototyping, and learning experience design
- Creative design systems that support engagement and performance

eLearning Development

- Articulate Storyline 360 & Rise development
- Interactive builds, reusable templates, and scalable patterns
- LMS-ready delivery (SCORM) and course packaging best practices

Accessibility & Compliance

- WCAG 2.1 AA standards
- Keyboard navigation & screen reader structure
- Captions, transcripts, contrast compliance
- Accessibility embedded from design through QA

Media Production

- Script development & narration workflows
- Video & animation
- Motion-style
- AI-assisted animation and media workflows for efficient, high-quality production

AI-Assisted Production Systems

- Custom AI agents for learning, media, and QA
- Multi-model workflows (OpenAI, Copilot, Gemini + 15+ models)
- AI-accelerated storyboarding, scripting, prototyping, media generation, and quality checks

TOOLS & PLATFORMS

Articulate Storyline 360, Rise | Adobe After Effects, Premiere, Illustrator, Photoshop | Vyond, Camtasia | Microsoft 365 | Trello | Zoho CRM | Pipedrive | AI Platforms: OpenAI, Copilot, Gemini, ElevenLabs, Synthesia + custom AI agents (among others)

PROFESSIONAL EXPERIENCE

Learning & Media Consultant (Microsoft Vendor Work) 6 months

GP Strategies (Microsoft vendor)

- Contributed to onboarding and enablement learning experiences supporting Microsoft initiatives across MCAPS and internal learning programs.
- Key contributor to **MCAPS Foundations**, one of the **most viewed learning courses at Microsoft**.
- Led scripting, content development, and execution for the **Microsoft Role Onboarding Agent video**, including narrative structure and production flow.
- Designed learning media and interactive enablement content aligned to Microsoft brand and accessibility standards.
- **Helped design the keynote presentation for a live Microsoft learning event,**

Account Manager / eLearning Delivery, Project Lead & Consultant

Ninjatropic eLearning

- Lead end-to-end delivery of enterprise eLearning programs from kickoff to launch.
- Act as delivery consultant for clients, helping define scope, structure, priorities, and execution strategy.
- Own stakeholder alignment, scope control, timelines, approvals, and delivery governance.
- Manage cross-functional teams across instructional design, development, media, and marketing.
- Enforce quality, accessibility (WCAG 2.1 AA), and production standards across deliverables.
- Coordinate complex review cycles and multi-module production pipelines.

Key Programs:

- Dovetail Consulting Group – Compliance training modernization, accessibility standards, multi-module learning system.

- Yukon Learning – Scenario-based learning with animation, branching, and workplace simulations.

Instructional Design Specialist (6 years)

Eliette

- Delivered end-to-end course production: discovery, analysis, storyboarding, development, QA, and launch.
- Modernized large-scale learning libraries with scalable templates and consistent design patterns.
- Applied AI-assisted workflows to improve speed, iteration cycles, and quality consistency.
- Built accessibility-aligned learning for enterprise audiences.

Key Clients:

CWB Bank, Enbridge, Walmart, TC Energy, A&W Canada

Marketing & Sales Manager (SaaS) 1 Year

PriceTweakers.net

- Led growth operations, funnels, and enablement systems.
- Built onboarding and training content for clients and internal teams.
- Implemented automation workflows and improved CRM processes.

Marketing Specialist & Web Developer 5 years

HIPAA Complete

- Delivered UX, media production, product demos, onboarding content, and digital platforms.
- Built marketing assets and training support materials for product and customer workflows.

SELECTED CLIENTS

GP Strategies (Microsoft vendor), SAP France, CNN Mexico, Enbridge ecosystem, Discovery Channel, Johnny Walker, Walmart, CWB Bank.

EDUCATION & CERTIFICATIONS

- Google Certificate – Digital Marketing & E-commerce
- Harvard CS50 – Introduction to Computer Science
- HTML5 Certification

EDUCATION & CERTIFICATIONS

- **Universidad Yacambú** – Systems Engineering (Computer Engineering / Ingeniería de Sistemas)
- Google Certificate – Digital Marketing & E-commerce
- Harvard CS50 – Introduction to Computer Science