JAMIE DANG

Instructional Designer | Learning Experience Designer | E-Learning Development & AI Workflows

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SUMMARY

Instructional designer with 6 years of experience across Meta, TikTok, Shopee and TDCX, specialising in learning experience design, e-learning development and AI-enabled content workflows. I design learning that works at APAC scale: needs analysis, curriculum and assessment design, e-learning development (Articulate Storyline, Rise), scenario-based and gamified learning, and AI-assisted workflows that cut production time while keeping quality. Grounded in learning operations (ADDIE, SAM) with a systems mindset: I design the learning, build the workflow and measure the outcome.

CORE EXPERTISE

Learning Design & Enablement

Instructional design | Curriculum design | ADDIE | SAM | Assessment design | E-learning development (Articulate Storyline | Rise) | Workshop facilitation | Train-the-trainer

Learning Operations

Programme operations at APAC scale | Session logistics and scheduling | SOP and workflow design | Registration and attendance management | Stakeholder coordination | Escalation handling

Learning Technology & Platforms

LMS administration and integration (Intellum LMS | Canvas LMS | TalentLMS) | Platform setup and configuration | Digital badge and certification platforms

AI in Learning

AI-assisted content workflows | AI-powered QA automation | Knowledge base design | Workflow automation | Prompt engineering with enterprise LLMs

Data & Analytics

Operational dashboards and reporting | Registration and attendance analytics | Usage monitoring | Data-driven recommendations and rollout decisions

PROFESSIONAL EXPERIENCE

Business Education Trainer (VN/EN) and Learning Operations | May 2024 - Present

Meta (via IntraEdge) | Remote, Contract

- Run training operations across 16 APAC markets: session scheduling and logistics, stakeholder coordination, registration and attendance tracking, operational reporting.
- Built registration and attendance pipeline unifying data from four registration backends (Zoom, Splash, Intellum LMS, data warehouse) into one source-agnostic architecture, cutting daily manual reporting from 30 minutes to 30 seconds per event, set up once per event.
- Built AI-powered QA automation for training session setup (Intellum LMS and Zoom), returning ~5 hours per month of hands-on attention to zero across 16 markets; adopted by the regional coordinator team.
- Built a structured knowledge base (850K+ characters from 112+ source documents) enabling self-service support across 40+ issue categories, reducing escalations and speeding up new-joiner ramp-up.
- Led a centralised trainer request workflow replacing spreadsheet-based coordination; act as coordination point between programme managers, trainers and stakeholders.
- Monitor usage and operational data and turn it into practical recommendations: registration and attendance analytics, stakeholder reports, data-driven rollout decisions.
- Built reusable AI-powered localisation workflows using enterprise LLM tooling, cutting learning material translation turnaround from 1-2 months to 30-60 minutes while maintaining terminology consistency and market context.
- Meta Certifications: Creator Marketing, Business Messaging Strategy, Media Planning, Media Buying, Creative Strategy.

Instructional Designer (Freelancer) | Jan 2024 - Present

Clients across government, hospitality, education, SaaS and commercial sectors in Australia, Singapore and the UK

- Designed 30+ learning projects (ILT, VILT, online courses, e-learning) with simulations, gamification and scenario-based activities aligned with business objectives.
- Built reusable AI-assisted workflows for content drafting, localisation and assessment development, improving development efficiency and consistency.
- Partnered with SMEs and stakeholders on learning needs analysis, objectives and scalable solution design.

Learning Partner, Tech Learning & Development | Mar 2022 - Dec 2022

Shopee Singapore | *Singapore*

- Designed gamified onboarding programmes for Product Managers and Engineers across 17 technology teams; launched 4 SCORM-compliant e-learning courses.
- Developed train-the-trainer programmes, facilitator guides and learner resources for technical onboarding.

Training Expert, Monetization Integrity, GBS | Sep 2021 - Feb 2022

TikTok (ByteDance) | *Singapore*

- Redesigned classroom onboarding into a blended programme (ADDIE), lifting pass rates from 85% to 94%; onboarded three cohorts at 100% certification pass rate.
- Used operational performance analysis to target learning interventions, reducing false detection rate from 1.2% to 0.35%.
- Implemented QR-based attendance tracking, improving registration efficiency and data accuracy.

Training Team Lead | Apr 2020 - Sep 2021

TDCX (BPO, Meta Advertising Project) | *Singapore*

- Led programme delivery across 8 APAC markets: scheduling, LMS administration, feedback surveys and performance tracking.
- Built a CRM simulation sandbox (Excel VBA) that cut incorrect entries by 35%, earning Employee of the Month for innovation.

EDUCATION

National University of Singapore - Bachelor of Business Administration (Accountancy), Honours (Distinction)

SKILLS & TOOLS

- **LMS & Platforms:** Intellum LMS | Canvas LMS | TalentLMS | ByteLearning | CertMetrics | Shopee LMS
- **AI & Automation:** Enterprise LLM (GenAI) workflows | Prompt engineering | Workflow automation | Data pipelines | Browser automation
- **Authoring:** Articulate Storyline | Articulate Rise
- **Analytics & Reporting:** Operational dashboards | Registration and attendance analytics | Google Workspace | Microsoft Office
- **Facilitation & Collaboration:** Zoom | Microsoft Teams | Webex | Meet | Notion | Lark Suite
- **Languages:** English (Fluent) | Vietnamese (Native)