



# LIZ MAYORGA

Learning Experience Designer

## EXPERIENCE

### Treasure Data, Mountain View — *Instructional Designer*

JANUARY 2022 - FEBRUARY 2023, JULY 2023 - PRESENT

- Partnered stakeholders and subject matter experts to identify training needs and create technical training for partners, customers, and employees
- Researched content for courses on Data Analysis and Digital Marketing
- Scripted, voiced, and edited audio files for instructional videos
- Recorded and edited instructional videos for technical trainings
- Applied Adult Learning Theory to develop and improve experiential learning programs in Articulate Rise 360 and Docebo Learning Suite
- Reported key results and ROI measures to the Product Development and Partner Alliance Teams

### Diablo Valley College, Pleasant Hill — *E-Learning Trainer*

MARCH 2020 - DECEMBER 2021

- Provided Mentorship to staff, faculty, and senior leaders, offering guidance on best practices in Distance Education
- Evaluated and selected e-Learning tools to enhance connections between instructors and community college students
- Trained Professors in utilizing technology for e-Learning courses through Diablo Valley College's Digital Learning Lab program
- Transformed in-person lessons into engaging distance learning modules
- Enhanced the quality of distance education during the COVID-19 pandemic through innovative online learning experiences for both instructors and students

### Diablo Valley College, Pleasant Hill — *E-Learning Mentor for the Peer Online Mentorship Program*

MARCH 2021 - DECEMBER 2021

- Explored the modular structure of various Canvas courses to improve accessibility for diverse student needs
- Discovered effective tools to enhance Canvas Course Design, integrating principles of user experience for optimal learning engagement
- Leveraged graphic design expertise to evaluate courses, ensuring consistency, legibility, and organizational clarity for an enriched learning experience
- Implemented feedback to assist professors in aligning their courses with the California Virtual Campus (CVC) accessibility guidelines

## CONTACT

[lizmayorga.com](http://lizmayorga.com)

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## SUMMARY

I am a versatile instructional designer, with five years experience in adult education and two years of experience in Tech. My expertise is in leadership development and diversity, equity, and inclusion (DEI). I craft immersive and accessible learning experiences. Leveraging a unique blend of research, artistic creativity, multimedia, and technology, I empower diverse audiences to thrive in dynamic educational environments.

## SKILLS

Curriculum Development  
Project Management  
Communication  
Research  
Teaching and Training E-Learning  
Writing and Editing  
Video and Sound Editing  
Storyboarding  
Graphic Design  
Illustration  
Adobe Creative Suite  
Canvas

## **Diablo Valley College, Pleasant Hill — Adjunct Instructor**

JANUARY 2019 - DECEMBER 2021

- Instructed College Composition, Women's Literature, and Critical Thinking
- Analyzed data to enhance college culture and curriculum
- Led workshops to establish equitable course design best practices
- Designed accessible Canvas Modules for remote learning courses
- Collaborative Instructor within First Year Experience Learning Community Team

## **Diablo Valley College, Pleasant Hill — Part-Time Faculty Representative for the Academic Senate Council**

JANUARY 2021 - JULY 2021

- Provided leadership as the representative for Part-Time Faculty at Academic Senate Council meetings
- Effectively advocated for Part-Time Faculty needs through strong communication
- Demonstrated leadership by addressing student concerns during administrative changes

## **Santa Rosa Junior College, Santa Rosa — Adjunct Instructor**

AUGUST 2018 - DECEMBER 2021

- Integrated agricultural literature to stimulate expository writing discussions for Sonoma County students
- Utilized popular culture and multimedia in Critical Thinking courses to enhance media literacy
- Developed Canvas modules for supplemental instruction

## **Restoration Hardware, Corte Madera — Sample Coordinator**

AUGUST 2015 - AUGUST 2018

- Created a comprehensive data library for furniture collections, materials, and colorways for the Retouching team by collaborating with multiple departments

## **San Francisco Zine Fest, San Francisco — Executive Director**

MAY 2011 - SEPTEMBER 2015

- Orchestrated and led a dynamic team of organizers and volunteers to curate and execute a tabling event, showcasing the works of over 200 DIY artists

## **PROJECTS**

### **Pole Dancing with Suguey Hernandez — Podcast Episode**

Produced podcast episode in collaboration with Diablo Valley College and StoryCenter

### **Sleeping Fury — Drawing Power: Women's Stories of Sexual Violence, Harassment, and Survival**

Contributed short story to Abrams Books' graphic anthology edited by Diane Noomin

Articulate Rise 360  
Adobe Captivate  
Google Suite  
Docebo Learning Suite  
ADDIE Model  
Multimedia Design  
Assessment Design  
Needs Analysis  
Learning Outcomes

## **LANGUAGES**

Spanish

## **COURSES DEVELOPED**

CDP for Marketing  
Marketing Funnel Journeys  
Data Implementation  
Data Cleansing and Unification  
College Composition  
Fundamental Writing  
Critical Thinking  
Chicanx and Women's Literature  
Journalism  
Graphic Novel Workshop  
Do-It-Yourself Publishing

## **EDUCATION**

California College of the Arts  
Masters of Fine Arts,  
Creative Writing  
2011-2013

University of California, Berkeley  
Bachelor of Arts, English  
2004-2006

