

ANA-KAREN VALLES

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Core Competencies

Adobe Creative Suite
Articulate Storyline
Synthesia
LMS Management
Process Improvement

Spanish (fluent)
Instructional Design
Project Management
Curriculum & Content Development
Course Analysis for Knowledge Retention

Professional Experience

Cox Communications, LLC./Spectrum – San Antonio, TX August '22–September 2026 **Instructional Design and Curriculum Development Manager**

Support all business initiatives through iterative and collaborative training development

- Delivered high-impact learning solutions by leading end-to-end instructional design for complex, fast-moving initiatives, consistently completing 95–100% of projects on time or early while proactively resolving roadblocks and maintaining seamless execution across Mobile, Field Operations, Cox Business, and enterprise-wide programs.
- Strengthened stakeholder partnerships through strategic communication, consultancy, and cross-functional collaboration, earning 100% favorable or fully successful consultancy survey scores and becoming a trusted partner to Sales, Care, Product, Field Ops, and technical teams by aligning training with real-world needs and business priorities.
- Implemented accessibility, inclusion, and bilingual learning experiences by leading Spanish (and later French) translation workflows, integrating accessibility standards, and leveraging tools like Synthesia, Storyline, and adaptive learning technologies to ensure training is equitable, engaging, and aligned with diverse learner needs.
- Elevated organizational capability by mentoring designers, apprentices, and cross-functional partners, modeling instructional design best practices, coaching others through LCM processes, and contributing to enterprise learning initiatives such as the Instructional Design Apprenticeship, Leadership Toolkit, etc.
- Improved development efficiency and operational transparency by refining processes, communication systems, and development workflows, including creating standardized update templates, roadmap readouts, and multi-channel communication strategies that increased clarity, alignment, and stakeholder confidence.

Focus Brands, LLC. – Sandy Springs, GA **Instructional Design Manager**

April '21–August '2022

Support multiple national brands through training and development initiatives

- Support LMS rollout for four national franchised brands through curriculum design, content creation, and curating an overall end-user experience to drive engagement and performance.
- Collaborate with operations SMEs to identify areas of improvement and drive metrics through strategically deployed training.
- Update existing coursework to better fit modern adult learning standards thereby driving engagement and providing visibility of training metrics.
- Apply the Kirkpatrick Principles of Evaluation to ensure that each course and training initiative is efficient and supports organizational needs.
- Design dynamic and interactive content to target specific metrics utilizing instructional design tools including Vyond, Storyline, Rise, and the Adobe Creative Suite.
- Coordinate training solutions at an enterprise level to ensure consistency of quality across four brands and maximize efficiency.

Microf, LLC. – Roswell, GA

OCT '17–DEC '20

Training Manager*Create and deploy all learning and training initiatives across a growing organization*

- Identify and roll out an LMS platform that meets the organization's need for uniform procedures and accommodate a workforce that doubled within 12 months of my hire date.
- Own the vendor relationship with the LMS to ensure the platform works smoothly and all possible features are utilized to best benefit the company.
- Ensure all employees are trained for a company-wide software transition to a new system of record and minimize any associated loss of revenue.
- Apply e-learning concepts to the coursework to drive engagement in the target audience and cut down required training from 2 days annually to 15 minutes weekly to ensure knowledge integration into everyday activities.
- Apply the Kirkpatrick Principles of Evaluation to ensure that each course and training initiative is efficient and supports organizational needs leading to an 80% increase in onboarding efficiency.

Moe's Southwest Grill – Atlanta, GA

MAR '17–OCT '17

Instructional Designer*Orchestrate and Deploy E-Learning Initiatives across 700+ franchise restaurants*

- Perform extensive market research to ensure the platforms and initiatives meet or exceed the industry standards.
- Take existing training and convert it into computer-based training allowing franchisees to certify new managers virtually instead of spending a minimum of \$5,000 for in-person training and standardizing procedures among hourly employees across all locations.
- Apply the concepts of Micro-Learning, the Gestalt Principles of Design, and Gamification to the coursework in order to drive engagement in the target audience.
- Identify inefficiencies in training and adjust accordingly to optimize training impact.

Moe's Southwest Grill – Atlanta, GA

JAN '15–MAR '17

Training Coordinator*Perform E-Learning initiatives for a company-wide workforce of 700+ franchised restaurants.*

- Successfully manage the learning management system (LMS), including answering helpdesk questions, resolving issues, setting appropriate hierarchies, and ensuring that courses are published on time.
- Perform root cause analysis to identify and resolve course issues such as loss of connection, incorrectly coded answers, animations not working, etc.
- Collaborate with subject matter experts (SMEs) to create new courses, ensuring that the new training materials fit their needs and subjects properly.
- Translate courses from English into Spanish, including recording voiceovers, writing translations, updating language, and more to ensure Spanish-speaking employees were able to maintain the same standards as the rest of the system and qualify for the corresponding pay increases

Education

Association of Talent Management
Certification – E-Learning Instructional Design
 Kennesaw State University – Kennesaw, GA
Bachelor of Science – Anthropology