Michelle Cino

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PROFESSIONAL SUMMARY

Strategic learning and enablement leader with 10+ years of experience translating complex product, policy, and workflow systems into scalable training and documentation frameworks. Currently Customer Success Lead Trainer at Flex, collaborating with leadership, Risk, and Compliance to translate product and policy changes into operational execution through structured SOPs, help center content, guardrail documentation, and performance-driven training. Recognized for reducing ramp time, modernizing workflows with AI tools, and aligning clarity with customer and business outcomes.

WORK EXPERIENCE

Flex Financial

Customer Success Lead Trainer |New York, New York 09/2025 - Present

- Designed and delivered the "Say It Simply" training, introducing a repeatable clarity framework that contributed to a 2.73% increase in Customer Effort (89.5% → 92.05%), exceeding the projected goal.
- Partner cross-functionally to translate evolving product and policy updates into structured SOPs, help center content, and guardrail documentation that strengthen frontline execution.
- Led Move-In product training during rapid product evolution, aligning messaging across SOPs and resources to ensure operational consistency; delivered ahead of schedule to enable iterative refinement.
- Translate product / QA feedback into actionable guidance that improves agent accuracy and customer experience.
- Improve QA and AI audit performance through targeted training and documentation updates.
- Reduce ramp time and strengthen onboarding through scalable, AI-enabled training and documentation systems.

New Jersey Institute of Technology

Instructional Designer |Newark, New Jersey 05/2023 - 09/2025

- Designed and reviewed interactive online courses aligned with accessibility, RSI, and instructional standards.
- Launched AI-based scripting tutorial series to streamline faculty content creation and improve production efficiency.
- Reduced media turnaround time by 30% through implementation of AI-enhanced workflows.
- Built and led "Intro to Teaching Online" course to strengthen faculty onboarding and instructional readiness.
- Partnered cross-functionally to improve digital workflows, optimize SME onboarding, and modernize content production processes.

Kean University

Instructional Designer |Union, NJ | 08/2022 - 04/2023

- Led LMS migration training for faculty, reducing project timelines by 20%.
- Collaborated with faculty to align digital course builds with instructional best practices and accessibility standards.
- Developed multimedia and scenario-based learning to improve engagement and retention.

Rutgers School of Social Work, Institute for Families

Instructional Designer / Learning & Developmental Supervisor |Union, NJ | 08/2019 - 07/2022

- Led instructional design for mandatory statewide professional development, serving 10,000+ learners annually.
- Managed development of online, hybrid, and in-person courses from needs analysis to QA and delivery.
- Spearheaded the adoption of simulation tools and rich multimedia to create more engaging and effective content.
- Collaborated with stakeholders and technical SMEs to deliver scalable training aligned with workforce goals.
- Streamlined workflows, set timelines, and ensured consistent quality standards.
- Designed scenario-based learning, simulations, and multimedia-rich content using Rise and Vyond.
- Conducted focus groups and evaluations to inform iterative design improvements and support learning transfer.
- Maintained a centralized course catalog used by the New Jersey Department of Children & Families staff training.
- Ensured all content met accessibility and compliance standards, including WCAG and state-level requirements.

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EDUCATION

Boise State University **Anticipated Completion: TBD**
Graduate Certificate, Workplace E-Learning Design and Development
⅝ courses remaining
GPA: 4.0/4.0

Seton Hall University **08/2010**
Master of Arts in Education, Instructional Design & Technology *South Orange, New Jersey*
GPA: 4.0/4.0

William Paterson University **12/2002**
Bachelor of Arts in Sociology, Minor in Psychology *Wayne, New Jersey*

CERTIFICATIONS

- Quality Matters (QM) Certified
- Team-Based Learning (TBL) Fundamentals Certified
- New Jersey Standard Certificate: K-5 Elementary Teacher

TECHNOLOGIES & SKILLS

- **Authoring Tools:** Articulate Storyline, Rise 360, Vyond, Camtasia, Synthesia, WellSaid Labs, Canva, Adobe Creative Cloud
- **Screen & Video Tools:** Panopto, Kaltura, Snagit
- **LMS & Delivery Systems:** Canvas, Blackboard, Moodle, Brightspace, TalentLMS, Reach
- **Design Frameworks:** ADDIE, SAM, Backward Design, Human-Centered Design, Scenario-Based Learning, Gamification
- **Assessment & Quality Assurance:** Accessibility, RSI, Quality Matters, Learning Analytics, SCORM/xAPI
- **Project & Workflow Tools:** Smartsheet, Microsoft Planner, Microsoft Teams, Lucidchart, ConceptMap, Visio, Git
- **Leadership & Collaboration:** Workflow Design, Cross-Departmental Coordination, Faculty Development

INSTRUCTIONAL DESIGN HIGHLIGHTS

- **AI Assignment Prompt Series:** Developed structured prompts to help faculty create aligned AI-enhanced assignments.
- **Scripting for Success:** Created resource combining AI voiceover and presentation tools to simplify scriptwriting.

CONFERENCE PRESENTATIONS

- "*Collaborating to Build DEI-Aligned Courses Using Gagne-Inspired Blueprints*," Online Learning Consortium Accelerate, 2023.
- "*Engaging Virtual Learners in an Increasingly Virtual World*," National Staff Development and Training Association, 2021.
- "*Facilitate Innovative Discussions*," New York Higher Education Technology Forum, 2019.
- "*Optimize Your Course with Effective Instructional Design Tips*," New York Higher Education Technology Forum, 2019.