



CICI DONG

Instructional Design · Learning Experience Design · eLearning Development · Curriculum & Assessment
San Diego, CA · yixidong0034@gmail.com · linkedin.com/in/cicid · cicidong.com

SUMMARY

Instructional designer with a Teachers College, Columbia M.A. and 2+ years designing learner-facing experiences across higher education, K-12, and corporate. Partners with faculty, SMEs, and stakeholders to translate content and performance needs into measurable objectives, scenario-based practice, assessment, and performance support, with hands-on development in Articulate 360.. Brings a strong graphic and UX Design foundation to accessibility, information architecture, and digital experiences. Applies AI-assisted workflows to research, prototyping, and eLearning production. Authorized to work in the U.S. without sponsorship.

INSTRUCTIONAL DESIGN PROJECTS

E-Learning Course: Reviewing AI-Generated Content

Independent case project · Aug 2026

- Designed and developed a self-paced Rise 360 course for early-career marketing and communications professionals, translating common AI-content failures into a repeatable review process with practice, guided analysis, and actionable revision decisions.
- Built scenario-based worked examples and progressive practice using modeled expert reasoning, staged feedback, and decision points to move learners from recognizing problems to explaining why they matter and determining what to do next.
- Extended Rise with custom interactive components developed through AI-assisted coding in Cursor; authored the summative assessment in Articulate Storyline 360 and embedded it within the course. Produced course walkthrough video in Camtasia to explain course purpose, audience, and review workflow.

E-Learning Course: Coaching Skills for Managers

Independent case project · Jul 2026

- Converted a two-hour instructor-led management workshop into a 30-minute self-paced module, translating three coaching frameworks into five measurable objectives and scenario-based practice aligned to Bloom's taxonomy and cognitive load principles.
- Designed the practice and feedback system, including a five-turn branching conversation, a guided four-stage coaching interaction, and a three-situation scenario selector.
- Produced a screen-level storyboard, conversion map, and three downloadable job aids; audited the deployed module against WCAG 2.1 AA and remediated eight Level A/AA findings across contrast, focus order, screen-change announcement, and navigation bypass.

Asynchronous Graduate Course Engagement Redesign

Teachers College, Columbia University · Apr 2025

- Diagnosed three barriers to engagement in an asynchronous graduate course through stakeholder interviews and collaborated with a five-person team to redesign the learning experience around measurable objectives.
- Owned the peer-engagement workstream; designed weekly activities and assessment informed by learning research and testing.

LEARNING & DEVELOPMENT EXPERIENCE

Course Assistant · Teachers College, Columbia University

New York, NY · Sep–Dec 2024

- Designed and facilitated five hands-on workshops for graduate students with mixed technical backgrounds, covering core UX principles, interface design, and prototyping workflows in Figma with introduction of Adobe Creative Suite for support; sequenced each session through demonstration, guided practice, and independent application.
- Managed course resources, assignment materials, and announcements in Canvas; hosted weekly office hours to troubleshoot homework and consult on student design projects; synthesized student feedback and recurring learning challenges into a weekly pre-class briefing for the professor, highlighting issues to address or monitor in subsequent instruction.
- Documented a facilitator guide covering timing, materials, anticipated learner difficulties, recovery moves, and debrief prompts; trained incoming course assistants on drafting and curating course materials and running exercise and practice sections.
- Diagnosed why an existing course resource document went unused, identifying findability rather than content as the failure point, and rebuilt it as a topic-organized, on-demand reference hub learners could navigate independently.

Designer & Volunteer · Game Research Lab, Columbia University

New York, NY · Sep 2024–May 2025

- Designed and built an interactive hero card generator for Trailblazer Heroes, an AAPI educational card game featured on ABC7 and NBC, at Teachers College's annual K–12 STEAM expo, enabling visitors to create a personalized card in under a minute; produced 50+ learner-created cards and over 60% visitor participation across a four-hour session. Contributed feedback on player experience through pre-event playtesting and assisted in optimizing game rules and the new-player experience.
- Facilitated three workshops on foundational graphic design and emerging AI tools for a mixed audience of students, lab volunteers, and supervising faculty; contributed player-experience feedback through playtesting before the event.

SELECTED DESIGN & CONTENT EXPERIENCE

Order Management System — B2B Consignment Workflow Redesign

Independent project with VALANI · New York, NY · Feb–Sep 2025

- Designed a web-based order management system replacing a paper-based consignment process for the client, who served 100+ retail partners, structuring the workflow around progressive data entry and task-based filtering.
- Ran two usability-testing cycles measuring task success, confidence, and time-on-task; Synthesized user feedback, diagnosed and translated problems into actionable design decisions, retested to 12 of 12 completing the task unaided while reducing new-order creation time by approximately 40%; documented design decisions and built a modular component library.

Brand & Marketing Intern · Alibaba Group (Youku)

Remote · Jun 2022–Jan 2023

- Converted 17 recorded subject-matter expert lectures into a structured online course library of 100+ videos, segmenting sessions into 10–20 minute lessons and adding openers, closings, and post-lesson questions.
- Designed and ran a 21-day training program end to end: 300+ applicants, 139 enrolled across two cohorts, and 69 completing all requirements; surveyed participants and documented schedule, rules, and facilitation steps in an operations handbook later used to run the program monthly.
- Managed course production for a nine-person team through a four-stage workflow with shared tracking and cross-check review; produced course media in After Effects and Premiere Pro, including title sequences for 11 courses and 59 videos.

Digital Marketing Intern · Lenzing AG

Nanjing, China · Jan–Dec 2023

- Developed the company's Chinese brand handbook as a scenario-based working reference covering typography, color, layout, and production standards so regional teams could apply guidance independently.
- Diagnosed a wayfinding problem for a 220-guest global product launch and designed a QR-based mobile guide for route, schedule, and venue information; after two revision rounds, the guide reached 5,500+ views and a 35% subscription conversion rate.

SKILLS

Instructional Design: ADDIE · SAM · Backward Design · Bloom's Taxonomy · Adult Learning Principles · Scenario-Based & Branching Design · Job Aids & Performance Support

Assessment & Evaluation: Measurable Learning Objectives · Assessment Design · Rubric Design · Kirkpatrick Four-Level Evaluation · Learner Feedback · Usability Testing

Platforms & Standards: Articulate Storyline 360 · Articulate Rise 360 · Canvas LMS · SCORM / xAPI Publishing · WCAG 2.1 AA · Section 508 · Microsoft 365

Media & Design: Camtasia · Adobe Premiere Pro · After Effects · Photoshop · InDesign · Vyond · Figma · HTML/CSS/JS · Responsive Web Design · Information Architecture

AI & Emerging Tools: HeyGen · Synthesia · Anthropic Claude API · Cursor · Prompt Engineering · AI-Assisted Content Development

Certifications: IBM Enterprise Design Thinking Practitioner · Nielsen Norman Group UX Certification (AI Specialty) · Google UX Design Certificate

EDUCATION

M.A., Art Education (Creative Technology Concentration) · Teachers College, Columbia University

GPA 4.0 · May 2025

Master's Thesis: Integration of Digital Tools and Traditional Art Methods in K–12 Education. Selected coursework: Instructional Design of Educational Technology; Designing Curriculum and Instruction; Mobile Learning.

B.F.A., Communication Design, Minor in Marketing · Washington University in St. Louis

GPA 3.6 · May 2022