

# Maria Tcvetkova

Learning Experience Designer

---

Mob: +14168229270

Email: [maria@ithink.info](mailto:maria@ithink.info)

LinkedIn: <https://www.linkedin.com/in/maria-tcvetkova/>

Location: 251 Jarvis St, Toronto, ON M5B 0C3

## Summary

Experienced Learning Experience Designer with a comprehensive background in developing educational programs and digital content. Proficient in applying educational theories and technology to craft engaging learning experiences that improve knowledge retention and application. Dedicated to creating learner-centric solutions.

## Education

Human-Centered Design Practitioner, 2024

LUMA Institute

Bachelor's Degree in Computer Science, 2010

Saint-Petersburg State University of Technology and Design

## Skills

- Human-centered design methods, ADDIE
- Instructional Design Tools: iSpring Suite, Articulate 360, Articulate Rise, Canva
- Learning Management Systems (LMS): Thinkific, Moodle, Google Classroom, Custom LMS
- Design & Prototyping: Adobe Creative Suite, Figma
- Project Management: Monday.com, Asana, Wrike
- Version Control: GitHub

## Experience

Instructional Designer

Lighthouse Labs · Permanent Full-time

April 2023 - Present, Toronto, Ontario, Canada

- Worked on the creation of comprehensive learning solutions and course designs, managing the process from initial solution briefs to content development.
- Developed an evaluation system to prevent student cheating, enhancing the integrity and reliability of assessments.
- Created an SQL learning course, incorporating practical exercises and real-world scenarios to facilitate hands-on learning and skill acquisition.
- Worked on the integration of AI in the learning process, employing technology to personalize learning experiences and improve student outcomes.
- Updated existing courses and conducted QA to ensure content accuracy and effectiveness.

Lead Instructional Designer  
 EVOU ED · Contract Full-time  
 May 2021 - Feb 2023

- Worked as the lead instructional designer, directing a team of instructors in the development of comprehensive educational courses and a learning mobile application.
- Over two years, led the project management and instructional design processes, resulting in the launch of numerous courses across various disciplines.
- Spearheaded the design and development of a learning mobile application, enhancing accessibility and engagement for learners on-the-go.
- Fostered a collaborative work environment, guiding the instructional team in creating content that aligns with educational best practices and learner needs.

Instructional Designer  
 Ontario Virtual School (OVS) · Contract  
 June 2020 - January 2023, Toronto, Ontario, Canada · Remote

- Spearheaded curriculum development and course creation, focusing on engaging and interactive content tailored to diverse learning styles.
- Was responsible for the visual and evaluative documentation, enhancing the effectiveness of learning assessments and feedback mechanisms.
- Collaborated with cross-functional teams to ensure courses were up-to-date, relevant, and aligned with educational standards and goals.

Instructor/Course Developer  
 William Academy  
 November 2019 - November 2020, 3761 Victoria Park Ave. Unit 200, Toronto, ON M1W 3S3

- Led the design and development of curriculum and courses, focusing on the integration of technology to facilitate immersive learning experiences.
- Developed comprehensive course materials, including lectures, assignments, and evaluation criteria, ensuring alignment with learning outcomes.

- Implemented teaching strategies to enhance student engagement and achievement, utilizing a blend of traditional and digital learning tools.

Graphic Designer

Jibestream

September 2017 - September 2018, Toronto, Canada

- Created graphic content for various projects, significantly enhancing brand and user engagement through visually compelling designs.
- Specialized in the creation of detailed floor plans using AutoCAD and Adobe Illustrator, providing precise and informative visual materials for clients and stakeholders.
- Worked closely with product development teams to ensure seamless visual design integration, contributing to the cohesive and effective presentation of products.