

# YI HSUAN CHIANG

(919)928-7413 • [pattybuty@gmail.com](mailto:pattybuty@gmail.com) • <https://www.linkedin.com/in/patty-chiang/> • <https://pattybuty.wixsite.com/patty-chiang>

## Instructional Designer

Instructional Designer with over five years' experience in developing engaging learning solutions for training and performance improvement. Passionate about using technology to enhance learner engagement and optimize training programs. Proficient in e-learning development tools such as Articulate Storyline, Microsoft Office, and Adobe Creative Suite. Strong project management and stakeholder communication skills, ensuring learning materials align with business objectives.

### Highly skilled in:

- Instructional Design & E-learning Development
- LMS Proficiency (Canvas)
- AI Integration in Education
- Design Thinking & UX Design
- Diverse Stakeholder & Project Management
- Microsoft Office (Word, PowerPoint, Excel)
- Adobe Creative Suite (After effects, Premiere Pro)
- Articulate Storyline
- Figma Prototyping

## EDUCATION

### **M.A. Educational Innovation, Technology, and Entrepreneurship**

University of North Carolina at Chapel Hill, NC, USA

2023 – 2025

### **B.A. in Commercial Design**

Chung Yuan Christian University, Taipei, Taiwan

2014 – 2018

## CERTIFICATIONS

Carolina Graduate Certificate in Innovation for the Public Good (Design Thinking) • 2024

Articulate Storyline 360: Advanced E-learning • 2024

Articulate 360: Interactive Learning • 2024

Teaching of Chinese to Speakers of other languages (TCSOL) • 2023

## PROFESSIONAL EXPERIENCE

Center for Student Success, University of North Carolina at Chapel Hill, USA

01/2025 - Present

### **Learning and Development Specialist and Training Facilitator**

- Develop and lead training programs for 20 staff members of UNC's annual Summer Bridge program, supporting 80 first-generation students and increasing graduation rates by 20% by collaborating with 5 UNC SMEs.
- Design and facilitate blended learning workshops on academic success, study skills, and campus resources.
- Train new student leaders in engagement strategies, instructional methods, and communication skills, especially with first-generation students.

MetaMetrics, Inc., USA

08/2024 - Present

### **Instructional and User Experience Design Intern**

- Developed accessible marketing videos following WCAG guidelines to expand the Lexile & Quantile Hub's global reach, collaborating with SMEs and UX designers to serve over 1,000 educators.
- Design instructional guidance based on needs analysis, optimizing global onboarding courses for Lexile and Quantile frameworks, and improving user engagement for 1000+ educators across the globe.
- Research education trends and analyze user experience data to propose strategies aimed at enhancing customer relationships.

Public School First NC, USA

06/2024-09/2024

### **Instructional and Social Media Intern**

- Designed instructional videos using Multimedia Learning Theory, and cognitive load principles, increasing click-through rates by 10x compared to the platform average.
- Collaborated with subject matter experts (SMEs) to simplify complex education legislation, transforming it into engaging, accessible educational content that drives awareness and inspires action for the organization's mission.

Terra Dotta LLC, USA

02/2024-04/2024

**Technical Documentation Intern**

- Improved over 1,000 product support articles by addressing key pain points for over 700 customers and schools, resulting in increased user satisfaction.
- Created a structured Excel spreadsheet to track and manage over 10,000 support articles, streamlining access to detailed insights for future use.

Self-Employed

06/2022-09/2024

**ESL Teacher**

- Designed and implemented personalized curriculum and assessments to support diverse learning needs, increasing average standardized test scores by 20% within one academic year across 10 students.
- Consistently received near 100% positive feedback from students and parents for fostering an encouraging learning environment and promoting self-regulation in students' academic journeys.

Buckingham International Language School, China

07/2019-01/2021

**Education Administration Manager**

- Increased student enrollment retention by 60%, redesigning curriculum to align with market demand by collaborating with multiple stakeholders.
- Contributed 50% to monthly course renewal sales by fostering strong customer relationships, regularly updating parents on student progress, addressing concerns, and providing tailored guidance.
- Trained and onboarded 10+ educators, enhancing sales skills and aligning teaching objectives with school goals and student needs, positively impacting over 100 students and driving course renewals.