

Maria Al Tayar

Email: maria.altayar@gmail.com | Phone: 609.933.1423

LinkedIn: <https://www.linkedin.com/in/maria-al-tayar-08109421>

Portfolio: <https://creativelearningspot.com/>

Professional Summary

Senior Instructional Designer with 10+ years of experience designing learner-centered training solutions across corporate, education, and nonprofit sectors. Proven expertise in curriculum design, LMS management, and cross-functional collaboration. Skilled in Articulate 360 (Storyline, Rise), Camtasia, Adobe Creative Cloud, and multimedia content development. Recognized for delivering training that improves knowledge retention, performance, and engagement. Experienced in designing short-form and microlearning content for social platforms and digital campaigns to drive learner engagement and adoption.

Core Skills

- Strategic Partnerships and Cross-Functional Leadership
- Workforce training
- Faculty/Peer Development & Coaching
- Strong knowledge of adult learning theories and principles (ADDIE, Bloom's Taxonomy, Kirkpatrick Evaluation)
- End-to-end eLearning Development: Articulate 360 Suite, Creative Cloud Suite, Adobe Captivate, Camtasia, Moovly
- Evaluation of training effectiveness and learning analytics

Professional Experience

Global Training Instructional Designer / Senior Instructional Designer, AVP

CitiBank | Oct 2021 – Present

- Led end-to-end development of 50+ global e-learning modules, reaching audiences from 30 to 15,000 learners worldwide.
- Achieved an average learner satisfaction score of 4.8/5 on post-learning evaluations.
- Ensured global and regional compliance with company standards, maintaining a 100% audit pass rate.
- Implemented evaluation frameworks aligned to Kirkpatrick levels 1–3.
- Partnered with SMEs across business lines to translate complex processes into learner-focused content.
- Conducted peer professional development sessions on instructional design and adult learning best practices.
- Served on cross-functional councils, influencing enterprise-wide learning strategies.

- Piloted AI-enhanced approaches to increase efficiency, accessibility and learner engagement.

Senior Instructional Designer/ Social Media

Training Lounge | Apr 2020 – Oct 2021

- Conducted learner needs analysis to define instructional strategies, improving engagement and course relevance.
- Designed short-form microlearning videos for the school's social media accounts that expanded reach and increased participation.
- Partnered with instructors to refine curricula, creating more interactive, learner-centered sessions.

Instructional Design Intern

Heart-to-Heart International | 2020

- Collaborated with SMEs and the ID team to design and deliver COVID-19 outreach training solutions.
- Developed e-learning modules in Articulate Storyline and Rise.
- Produced training videos (Moovly) and worksheets to support blended learning.
- Applied instructional design principles to ensure the content was clear, engaging, and accessible to diverse audiences, contributing to effective community outreach during the pandemic

Instructional designer

Highway to English | 2020

- Partnered with subject matter experts to design and develop online ESL courses for international adult learners, integrating content into the company's LMS for scalable global access
- Created a comprehensive facilitator guide to support consistent delivery and enhance instructor effectiveness
- Utilized diverse authoring tools (e.g., Articulate Storyline, Rise) to build interactive, multimedia-rich courses that improved learner engagement and retention
- Collaborated with stakeholders to review, refine, and finalize course materials, demonstrating strong communication and attention to detail throughout the development cycle

School Operations Director

Kaplan International/ Miami, FL | Dec 2018- Oct 2020

- Led the team ensuring high academic standards, regulatory compliance, strong customer service and achievement of sales goals
- Oversaw staff performance and development, providing coaching, feedback and support to maintain instructional quality and operational excellence

- Collaborated with senior management to design and implement training curricula and onboarding programs
- Designed and developed customized curricula for private and corporate clients, tailoring solutions to meet diverse learners' and business needs
- Increased school profitability by 15% and student satisfaction by 40%
- Led the faculty through the adoption of a new curriculum and classroom technology

Academic Director

Kaplan International | 2015 – 2018

- Led a team of 30 instructors and directed academic operations for 300+ international students.
- Designed and evaluated ESL courses aligned with the company curriculum standards.
- Created professional development and onboarding curricula for instructors.
- Oversaw curriculum implementation and faculty performance.
- Guided the school through accreditation processes, strengthening compliance and reputation.

Team Leader of Instructional Design and Curriculum Development

Cambridge Network | 2018 – 2020

- Partnered with SMEs to design and oversee a 2-year blended curriculum program for international high school juniors and seniors using Camtasia.
- Designed academic support curriculum for 100 private high schools, serving 700 students.
- Introduced microlearning and blended learning strategies to improve student and instructor engagement.
- Created and delivered training curricula and workshops for instructors and partner schools.
- Managed LMS administration, ensuring seamless course setup, delivery, and reporting.

Academic Director

Target International Student Center | 2012 – 2015

- Directed academic operations to ensure program quality, financial performance, and excellent student experience.
- Designed and evaluated ESL and TESOL courses, applying instructional design best practices and adult learning principles.
- Conducted needs analysis to design annual professional development and onboarding programs.
- Led the school through initial ACCET accreditation, successfully achieving compliance.

TESOL Coordinator

Target International Student Center | 2010 – 2012

- Recruited and enrolled students for a franchised teacher training program.
- Managed program operations, aligning delivery with accreditation requirements.
- Conducted course evaluations to identify areas of improvement.
- Led review of training materials to ensure compliance readiness.

ESL Instructor

Target International Student Center | 2011 – 2013

- Taught ESL/TESOL courses to international students, designing syllabi and assessments aligned with objectives.
- Evaluated student progress, providing feedback and individualized support.
- Taught English to undergraduate students at the Law School and School of Journalism.

Education

- M.S. Instructional Design and Technology – Purdue University, 2020
- MA in Communication – Suffolk University, 2011
- B.A. in Linguistics and Foreign Languages – Moscow State Linguistic University, 2007
- Graduate Certificate in Leadership –University of Michigan, 2016
- Professional Certificate in AR/VR Instructional Design – University of Maryland, 2023

Additional Information

- Volunteer: Designed learning materials for nonprofits
- Interests: Digital storytelling, AR/VR learning design, teaching yoga, travel