

Samantha Chacón

Instructional Designer | eLearning Developer

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Authorized to work in Spain

Are you a recruiter?

Check out my website:

samanthachacon.com

Course access key:

elearning2026

Professional Summary

Instructional Designer and eLearning Developer with 6+ years of experience creating digital learning for the technology, tourism, education, and healthcare sectors. 200+ eLearning courses published and 33,000+ learners reached on LMS platforms including Moodle, isEazy, and 360Learning. Specialist in Articulate 360 (Storyline and Rise), ADDIE and SAM methodologies, SCORM and xAPI standards, gamification, and multimedia production (motion graphics, video, podcasts). I integrate generative AI (HeyGen, Synthesia, ChatGPT) into production workflows to reduce time and cost.

Work Experience

Instructional Designer

Anova IT Consulting – IT consultancy, Madrid, Spain | April 2025 – June 2026

Digital learning projects for Spain's public tourism sector: SEGITTUR and the SICTED and Anfitriones programs.

- Designed and developed 120+ eLearning courses for 18,000+ learners, sustaining a production pace of one course per week.
- Transformed Word scripts into complete digital courses: visual concept, information architecture, interactions, activities, gamification, and assessments.
- Produced supporting multimedia: podcasts, animated and AI-avatar videos (HeyGen), screencasts, infographics, and PDF manuals.
- Built and published courses on Moodle and isEazy using Articulate 360 (Storyline and Rise) and Genially, applying accessibility criteria across all materials.

Instructional Designer

Nextlane – Automotive industry software, Madrid, Spain | August 2024 – January 2025

- Designed training materials for automotive software, simplifying complex technical concepts into eLearning formats for 15,000+ users in multiple languages.
- Led the design and implementation of a new learning platform (LMS), defining its structure and user experience.
- Adapted and migrated existing content into the new LMS, optimizing content delivery and access.
- Collaborated in English with international development teams and subject-matter experts to create accessible, effective learning resources.

Instructional Designer & Multimedia Editor (Freelance)

Simple Maestro / Simple Editors – Own ventures | 2020 – Present

- Deliver independent instructional design, video editing, and post-production projects for clients and personal ventures.
- Manage the full cycle: needs analysis, scripting, visual design, multimedia production, and publishing.

Instructional Designer & Multimedia Editor

Cesae Business & Tourism School – Business and tourism training, Madrid, Spain | August 2022 – February 2024

- Created 80+ eLearning courses for hotel chains including Marriott, NH Hotels, Iberostar, Meliá, and Barceló, plus academic programs and corporate training.
- Built onboarding, microlearning, and technical training courses with iSpring and Articulate Storyline, integrated into Moodle.
- Filmed and edited instructors using DSLR cameras and Adobe Premiere, applying audio correction, lighting, green screen, and motion graphics.
- Introduced AI-generated avatars to deliver course content, cutting video production time.

Communications Director & eLearning Content Manager

Casal Dots – Medical group | **July 2021 – January 2022**

- Produced 50+ microlearning videos for science communication: scriptwriting, filming, and editing.
- Simplified complex medical content for patients and students, creating presentations, brochures, and manuals.
- Led internal and external communications, overseeing audiovisual production.

University Lecturer – Content Creation for Media

Universidad Católica Andrés Bello (Top 750, QS World University Rankings) | **January 2019 – December 2019**

- Trained 30+ students in planning, executing, and evaluating digital media projects.
- Designed syllabi and interactive learning materials under a competency-based education model.

Education

Bachelor's Degree in Social Communication, major in Audiovisual Production and Corporate Communication

Universidad Católica Andrés Bello – 2018

Teacher Training Certification

Universidad Católica Andrés Bello – 2018

Certifications & Continuing Education

- JavaScript, CSS & HTML – Codecademy
- Continuing education: Articulate Storyline 360, video production for eLearning, Moodle administration (self-directed)

Technical Skills

- **Instructional design:** ADDIE, SAM, storyboarding, scriptwriting, microlearning, gamification, assessment design, competency-based learning, accessibility
- **Authoring tools:** Articulate 360 (Storyline 360, Rise 360), iSpring Suite, isEazy Author, Genially, Camtasia, PowerPoint, Google Web Designer
- **LMS & standards:** Moodle, isEazy LMS, 360Learning, iSpring Learn, Google Classroom, SCORM, xAPI
- **Video & audio:** Adobe Premiere Pro, After Effects (motion graphics), DaVinci Resolve, Adobe Audition (podcasts), OBS, vMix, DSLR and green-screen filming
- **Graphic design:** Adobe Photoshop, Illustrator, InDesign, Canva
- **Generative AI:** ChatGPT, HeyGen, Synthesia, Adobe Firefly
- **Web development:** HTML, CSS, JavaScript

Languages

- Spanish: native
- English: B1, actively progressing toward B2 (professional experience in an English-speaking international environment)