SILVANA DOMAZ

Senior Instructional Designer | UX Designer
www.silvanadomaz.com | sdomaz66@gmail.com | 480.330.4073

Senior UX designer with deep experience delivering user-centered, research-driven digital experiences in healthcare and higher education environments. Proven ability to lead end-to-end UX designs, conduct mixed-methods research, and translate insights into scalable digital platforms serving 200K+ users. Known for bridging UX, learning experience design, and business strategy to improve usability, engagement, and operational outcomes.

SKILLS

ADDIE & Agile
Universal Learning Design
Quality Matters Standards
Human-centered AI design

Persona Development
User flows and Mock-ups
Wire Framing and Prototyping
Prompt design for UX workflows, content, & ideation

User Interviews
Surveys and Usability Testing
Data-informed decision-making using AI pattern recognition

TECHNOLOGY

Web & Development
HTML, CSS, JavaScript
Visual Studio
Web-based Training Modules

UX & Content Creation
Figma, Balsamiq
Adobe Creative Cloud, Canva
Vyond, PowToon
Camtasia

Platforms & Productivity
Articulate 360
LMS (Moodle, Canvas, Blackboard)
Microsoft Office 365
Google Suite

PROFESSIONAL EXPERIENCE

Sr. Instructional Designer | UX Designer **04.2022 – 04.2026**

AMN Healthcare

- Led end-to-end UX redesign of a large-scale healthcare platform serving 200K+ users across three primary personas
- Conducted user research, usability testing, and workflow analysis to identify pain points and improve platform navigation and usability
- Designed interaction patterns, layouts, and content structures to support onboarding, training, and performance workflows
- Partnered with product, clinical, and operations stakeholders to align UX decisions with business and user needs

- Delivered virtual onboarding and digital experiences across 50+ hospitals, supporting 6,300 clinicians and generating $723K+ in annual savings

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Canvas Learning Specialist U.S and Latin America | Instructional Designer **05.2021 – 02.2022**

Instructure Inc.

- Delivered 50+ live and virtual platform training sessions, translating user feedback into actionable UX and usability insights
- Increased Latin America product adoption by 200% through localization, content adaptation, and user-focused design strategies
- Collaborated cross-functionally to improve LMS usability, navigation patterns, and instructional clarity

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Teaching Associate | Instructional Designer | Curriculum Developer **08.2015 - 07.2020**

Arizona State University, Tempe, AZ

- Designed and evaluated eight hybrid and fully online digital learning experiences using user-centered and research-based design methods
- Conducted usability research and surveys with 500+ users to assess platform effectiveness, content clarity, and engagement
- Applied research findings to improve digital interactions, resulting in a 75% increase in retention and enrollment

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Portuguese Instructor | Curriculum Developer **08.2011– 12.2015**

Thunderbird School of Global Management, Phoenix AZ

- Designed and launched a full digital Portuguese curriculum focused on usability, scalability, and learner experience
- Improved content delivery efficiency by 80% through modular design systems and reusable templates

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EDUCATION

Cornell University
Certificate, User Experience Design | 2023

Association for Talent Development (ATD)
Virtual Instructional Design | 2022

Arizona State University
Ph.D., Spanish Linguistics | 2020

LANGUAGES

Portuguese (Native)

English (Bilingual)

Spanish (Professional)