

# TRISHA RODRIGUEZ

EDUCATIONAL TECHNOLOGY • LEARNER EXPERIENCE • INSTRUCTIONAL DESIGN

## DETAILS

✉ [trisha.rodriguez@gmail.com](mailto:trisha.rodriguez@gmail.com)

## LINKS

LinkedIn  
[linkedin.com/in/trisharodriguez](https://www.linkedin.com/in/trisharodriguez)

Portfolio  
<https://trishavr.com/>

## EDUCATION

Master of Science in Information  
Technology in Education  
**The University of Hong Kong**  
Aug 2023

Bachelor of Science in Computer  
Science with specialization in  
Instructional System Technology  
**De La Salle University Manila**  
Dec 2010

## SKILLS

Educational Technology  
E-learning  
Learning Strategy and Leadership  
Instructional Design  
Project Management  
Learning Data Analytics  
UX/UI  
Data-driven Program Evaluation  
Cross-functional Partnership  
Building  
Multimedia Development  
Assessment Design and Validation  
Training Design and Facilitation  
Adult Education  
Learning Needs Analysis

## PROFILE

Instructional Design and L&D Leader with 15+ years of experience developing educational technologies, credentialing programs, and learning experiences that drive business outcomes. Expert at scaling educational initiatives, streamlining content development through AI integration, and building pedagogical frameworks. Proven ability to lead cross-functional teams, mentor instructional designers, and forge strategic partnerships across organizations.

## ★ KEY ACHIEVEMENTS

**Increased Engagement Rates by 68%:** Drove learner adoption and engagement rates for the MACX Learning Portal that increased skill verification rates from 24% to 92%

**Pioneered AI in the Faculty:** Pioneered AI integration to course curricula that reduced course creation time by 45% while maintaining quality standards and led a cross-functional team to create an AI-powered learning ecosystem at HKU

**Transformation to Online Training:** Successfully developed and launched the Learning@Pure ePortal by developing the digital training strategy that resulted in over 98% completion rates and measurable skill improvements

**Global Legal Hackathon 2nd Runner-up:** Won 2nd-Runner Up in the Hong Kong leg of the Global Hackathon in 2018 for the development of an AI-powered legal assistant

**Think Customer Hero Awardee:** Received the Emerson Think Customer Hero Award for June 2013 and April 2014 for outstanding contribution to the department

**Best Web Practitioner Awardee:** Awarded the 2012 IBM Cross Media Group's Best Practitioner for outstanding job performance and exceptional support in cross-department initiatives

## 📁 EMPLOYMENT HISTORY

### Learning Designer and E-learning Consultant (Contract/Freelance)

*The University of Hong Kong (Hong Kong)*  
*Curio Group (Melbourne)*

May 2025 — Present

- Design and develop engaging online and blended learning experiences, including activities, assessments, and interactive learning assets
- Advise on course structure, digital pedagogy and learning experience design
- Partner with academic staff, SMEs, and stakeholders to co-design learner-centred standards-aligned content
- Manage end-to-end content development workflows using LMSs, authoring tools, and project management platforms

### Digital Education Manager at The Estee Lauder Companies

*Hong Kong*

November 2023 — May 2025

- Led a regional team of 13 Education Managers across APAC to transform digital learning strategy and delivery
- Designed and scaled credentialing and skills validation frameworks aligned to business performance objectives
- Leveraged learning data and analytics to evaluate effectiveness and inform continuous improvement
- Partnered with global and regional stakeholders to align learning initiatives across complex organisations

## EXTRA-CURRICULARS

### Active Member at EdTech Hong Kong, Hong Kong

2017 — Present

### Learning Consultant at EmpowerU, Hong Kong

August 2024

### Branding Ambassador, Photos/Videos at Emerson Manila Shared Services, Metro Manila

2013 — 2015

### Director / Producer of Creatives at IBM Manila Learning Delivery Center, Metro Manila

2011 — 2013

### VP Communications at DLSU College of Computer Studies Assembly, Metro Manila

2006 — 2010

### VP Publicity at AIESEC De La Salle University Manila, Metro Manila

2007 — 2008

### Events Manager at DLSU Council of Student Organizations, Metro Manila

2006 — 2007

### Instructional Designer at The University of Hong Kong

Hong Kong

January 2021 — November 2023

- Designed online and blended courses, assessments, and learning frameworks across multiple academic departments
- Developed assessment blueprints and item-writing guidelines to ensure valid and reliable evaluation of learning outcomes
- Led faculty development and training initiatives, increasing adoption of digital and innovative teaching practices
- Applied learner analytics and evaluation data to refine course design and demonstrate impact

### Senior Digital Learning Specialist at PURE Group

Hong Kong

January 2019 — December 2020

- Designed and delivered enterprise digital learning programs, improving training efficiency by 30%
- Conducted learning needs analyses and partnered with business leaders to define success metrics
- Owned end-to-end learning projects from design through deployment and evaluation

### Instructional Designer at The Red Flag Group

Hong Kong

August 2017 — December 2018

- Designed digital learning solutions in collaboration with SMEs and stakeholders
- Developed interactive, standards-compliant e-learning (SCORM, xAPI) and multimedia assets

### Earlier Career in Learning & Multimedia Development

2011 — 2017

#### ***Instructional Designer – Pragmatic Education Group (Melbourne)***

- Led development for professional certificate programs and short courses
- Applied instructional design best practices and conducted QA testing to ensure high-quality course delivery

#### ***Course Software Development Specialist – RealPage, Inc. (Metro Manila)***

- Designed and developed online instructional materials across the full learning development lifecycle
- Collaborated with SMEs, business analysts, and technical teams to deliver LMS-ready learning solutions

#### ***Web Developer, Marketing – Emerson (Metro Manila)***

- Developed digital marketing and learning-related web experiences, multimedia assets, and internal campaigns
- Partnered with marketing and internal training teams to deliver rich media solutions aligned to organizational goals

#### ***Learning Specialist, Web/Graphics – IBM (Metro Manila)***

- Designed and managed global training web content and multimedia assets supporting IBM Training programs
- Led cross-functional knowledge management initiatives and coordinated content standards across specialist teams