

TRISHA RODRIGUEZ

EDUCATIONAL TECHNOLOGY • LEARNER EXPERIENCE • INSTRUCTIONAL DESIGN

DETAILS

✉️ trisha.rodriguez@gmail.com

LINKS

LinkedIn
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