

Raisa Van Staeyen

Instructional Designer

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Professional Summary

Certified Instructional Designer with +7 years of experience transforming complex concepts into exceptional, highly engaging eLearning solutions. Specializing in the end-to-end design, delivery, and evaluation of technical storytelling and digital design strategy. Highly proficient in LMS administration and leveraging authoring tools such as Articulate and Adobe Creative Suite to build equitable, inclusive, and growth-focused e-learning modules and interactive in-person training.

Key Skills

eLearning Design & Development | Adult Learning Principles (ADDIE / SAM) | Adobe Creative Suite | Articulate 360 | SCORM file management | Vyond | Microsoft Office Suite | Video Editing | LMS Administration | Multimedia Production | In-person & Virtual Training Facilitation | SME/Stakeholder Collaboration | Agile Project Management | Technical Writing | SOPs & User Guides

Professional Experience

Instructional Designer, 1-800-GOT-JUNK?, Vancouver, BC | July 2024 - July 2026

Designed and delivered scalable eLearning solutions to support operations across an international corporate franchise network. Partnered with subject matter experts to establish standardized procedures and turn them into engaging, multimedia-rich adult learning materials.

- **Blended Learning Delivery:** Designed and developed immersive and engaging learning assets, including SOPs, user guides, and eLearning modules for in-person and self-directed formats, supporting business operations for over 2.2k learners across Australia, Canada, and the United States.
- **Technical Training Facilitation:** Facilitated proprietary technical training via email and Zoom tailored to diverse learning styles and needs to support new technology rollouts. Successfully launched a new internal app for 4 cohorts over the course of 6 months with a 97% compliance rate.
- **LMS Administration:** Managed user access and permissions, iterative content updates driven by user feedback, and reported on data trends. Tracked organizational KPIs such as user engagement, program completion, and knowledge lift, achieving an average 80% daily login rate across the franchise system.
- **Agile Project Management:** Collaborated with cross-functional product teams, SMEs, and stakeholders to execute targeted needs assessments through scheduled alignment meetings, rapidly actioning qualitative feedback to drive projects to a 98% completion milestone rate.

Sr Instructional Designer, GoDaddy, Seattle, WA | October 2018 - April 2024

Led the creative development of over 340 dynamic video assets as a founding member of an innovative customer education production team. Partnered with product leaders to translate complex technical steps into highly engaging digital content that empowered users and drastically reduced support volume.

- **Multimedia Production:** Served as the sole video copywriter, production scheduler, and content director for “The Journey” educational video series. Researched high-impact topics via website and YouTube channel search analytics to create targeted resources that decreased calls to the customer call line by 20%.
- **Content Optimization:** Refined and optimized SEO-driven content by monitoring analytics and search data, successfully achieving a 3.8% CTR, 1M view count, and an 89% positive helpfulness rating from customers.
- **Technical Writing:** Composed and published comprehensive, SEO-optimized technical articles and blog posts to accompany video releases, maximizing learner engagement and driving content searchability.

Professional Experience Continued

Lifeguard Trainer, Disney Cruise Line, *Cape Canaveral, FL* | May 2017 - August 2018

Navigated the fast-paced environment of a world-class maritime operation by delivering critical emergency preparedness training to a diverse, international crew. Facilitated hands-on drills that prepared teams to perform under pressure while maintaining the world-renowned exceptional customer service the Disney brand is known for.

- **Instructor-Led Training:** Facilitated both engaging ongoing safety training as well as random emergency simulations for an international team of 7-14 lifeguards across two high-capacity vessels carrying between 2,400 and 4,000 guests.
- **Performance Tracking and Coaching:** Evaluated individual and team performance, documented and tracked training completion, and provided ongoing coaching, earning a 100% certification success rate for new hires.
- **Service Excellence:** Fostered a culture of exceptional Guest service and hospitality standards, contributing directly to an average +83% Guest satisfaction rating per sailing.

Aquatic and Safety Education Instructor, Arizona State University, *Tempe, AZ* | August 2012 - May 2016

Facilitated Red Cross CPR and lifeguard certification classes. Applied targeted adult learning principles to instruct specialized adult swim programs through hands-on education and confidence-building.

- **Certification Management:** Conducted rigorous Red Cross CPR, First Aid, and Lifeguard training programs, successfully certifying over 200 university students and staff.
- **Aquatic Facility Management:** Managed daily aquatic center operations as a dual-role lifeguard and facility manager, maintaining a low incident rate across +600 weekly student and faculty visits.
- **Lifeguard Recruitment and Training:** Onboarded and trained new campus pool lifeguards through structured skill-assessment workshops.

Education

B.A. Digital Culture (Design), Arizona State University, *Tempe, AZ*

Additional Training & Certifications

Nederlands Niveau A1, Dutch Academy Canada | 2025

Instructional Design Certificate, Association for Talent Development | 2024

Learning & Development Certificate, HR Certification Institute | 2024