

Camilla Araujo

Senior Instructional Designer | Learning Experience Designer | Change Management & Enablement

El Dorado Hills, CA (Sacramento Area) • Open to Remote, Hybrid, On-site

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PROFILE

Instructional designer and change management professional with 14+ years helping organizations implement change through learning, communication, and performance support. Experience spans enterprise transformation for a 110,000+ employee workforce (Petrobras), global technology (Apple Maps), a national government program (Brazilian Census), insurance, engineering, and education. Skilled at turning complex technical content into clear, accessible, learner-centered experiences, partnering with SMEs and stakeholders in Agile environments, and using AI-assisted workflows to design faster without losing the human judgment that drives adoption. HCMP-certified.

CORE COMPETENCIES

Instructional Design | Learning Experience Design | Learning Strategy | Change Management | Change Communications | Technology Adoption | Learning Needs Analysis | Curriculum Development | eLearning Development | Instructor-Led Training (ILT) | Blended Learning | Scenario-Based Learning | Microlearning | Performance Support & Job Aids | Stakeholder Management | SME Collaboration | Accessibility & Inclusive Design | LMS Implementation | Agile Collaboration | AI-Assisted Learning Design | Coaching | Global & Cross-Cultural Learning

PROFESSIONAL EXPERIENCE

Program Specialist, Learning & Development

KinderCare Learning Companies | Jan 2024 – Present

- Partner with center leadership to strengthen educator capability, family engagement, and operational excellence through learning, coaching, and continuous improvement at a center serving approximately 80 children and families.
- Designed a family communication strategy that raised app engagement (reactions and comments) to more than 75% and helped increase family and employee survey participation by more than 85%.
- Launched the Learning Adventures enrichment program (identity, enrollment experience, classroom materials), reaching more than 35% enrollment against a 20% goal; both programs remained active throughout the year.
- Leverage AI to streamline communication, learning resources, operational documentation, and educator support; contribute to onboarding, hiring, accreditation, and quality initiatives.
- Contributed to the center earning Level 5 Family & Employee Survey recognition, KinderCare's highest designation.

Senior Instructional Designer (promoted from Instructional Designer)

Apple (Apple Maps), via RMSI & Apex Systems | Apr 2022 – Oct 2023

- Designed learning experiences, scenarios, interactions, technical documentation, and performance support for global Apple Maps operations in an Agile environment, using Articulate and Apple's internal authoring tools.
- Partnered with Project Managers, SMEs, Technical Writers, localization, and LMS stakeholders through daily stand-ups and two-week sprints to translate evolving technical information into scalable, user-centered learning.
- Applied accessibility and instructional design standards across learning resources and knowledge management environments, including Confluence and the LMS.
- Championed a structured peer-review process that the team adopted as standard practice; created work the team used as its reference for how learning should look, read, and behave.

Relocation to the U.S. & Graduate Studies

2019 – 2022

- Completed a professional master's degree in New Educational Technologies (UniCarioca), begun in Brazil, while relocating to the United States; returned to full-time U.S. learning and development practice in 2022.

Learning Consultant & Instructional Designer

Freelance (Grito Digital, GEN Editorial Group) | Rio de Janeiro, Brazil | 2018 – 2019

- Designed custom learning solutions for CBCA, Michelin, Concremat, and Icatu Seguros, aligning business goals, technical content, and learner needs.
- Built an online Light Steel Framing course for engineers (CBCA), product-knowledge eLearning for Michelin retail teams, and field-validated procedural learning for Concremat.

Educator

Rio de Janeiro City Hall | Rio de Janeiro, Brazil | 2016 – 2019

- Designed learner-centered experiences integrating technology and community engagement, partnering with families, educators, and leadership; built a student-led media program and lasting school communication channels.

Senior Educational Analyst

MAG – Aegon Group | Rio de Janeiro, Brazil | 2015 – 2016

- Designed learning and professional development for insurance brokers across recruitment, onboarding, product knowledge, sales readiness, and capability development, including scenario-based eLearning and a recruitment portal.
- Partnered with business stakeholders and cross-functional teams on blended and digital learning resources.

Change Management Consultant

Petrobras (Contract) | Rio de Janeiro, Brazil | 2010 – 2015

- Partnered with cross-functional leaders on enterprise transformation initiatives supporting a 110,000+ employee workforce, aligning change management, learning, communication, and technology adoption.
- Led learning needs analysis, stakeholder engagement, and impact mapping to prepare employees to adopt new technologies, standardized processes, and SAP-integrated solutions.
- Designed role-based learning and change enablement strategies for enterprise system rollouts, process improvements, and organizational transformation, including the Self Booking travel system adoption program.
- Developed blended solutions spanning ILT, eLearning, facilitator guides, job aids, user documentation, and change communications for diverse employee audiences.

Instructional Designer

Senac Rio | Rio de Janeiro, Brazil | 2009 – 2010

- Designed learning solutions, delivered in person, in print, and in low-bandwidth digital formats, for the Brazilian Demographic Census (IBGE) and its transition from paper-based to digital data collection.
- Developed instructor guides, manuals, workbooks, scenario-based videos, and Adobe Captivate simulations preparing tens of thousands of census workers to adopt new technology and standardized processes.
- Partnered with SMEs and project teams on pilot testing and iterative improvement before national rollout.

EDUCATION

- **Professional Master's Degree, New Educational Technologies** — UniCarioca, Rio de Janeiro, Brazil
- **Bachelor's Degree, Education** — State University of Rio de Janeiro (UERJ), Brazil
- **B.A., Portuguese Language & Literature** — Federal University of Rio de Janeiro (UFRJ), Brazil

CERTIFICATIONS

Human Change Management Professional (HCMP), HCMBOK | Planning, Implementation and Management of Distance Education | Educational Technology

TECHNICAL SKILLS

- **Content Authoring:** Articulate Storyline 360, Rise 360, Adobe Captivate, Camtasia, Vyond, 7taps, Genially, Descript
- **Visual & Generative Media:** Canva, Adobe InDesign, Photoshop, Adobe Express, Figma, Synthesia, WellSaid Labs, Lovable, PowerPoint, Keynote, FlippingBook
- **AI & LLMs:** ChatGPT, Claude, Microsoft Copilot, Gemini, Rise AI
- **Project & Knowledge Management:** Confluence, SharePoint, Smartsheet, Quip, Miro, Microsoft 365
- **Learning Platforms (LMS):** Moodle, SABA, Docebo

LANGUAGES

Portuguese (Native) | English (Fluent) | Spanish (Basic)