

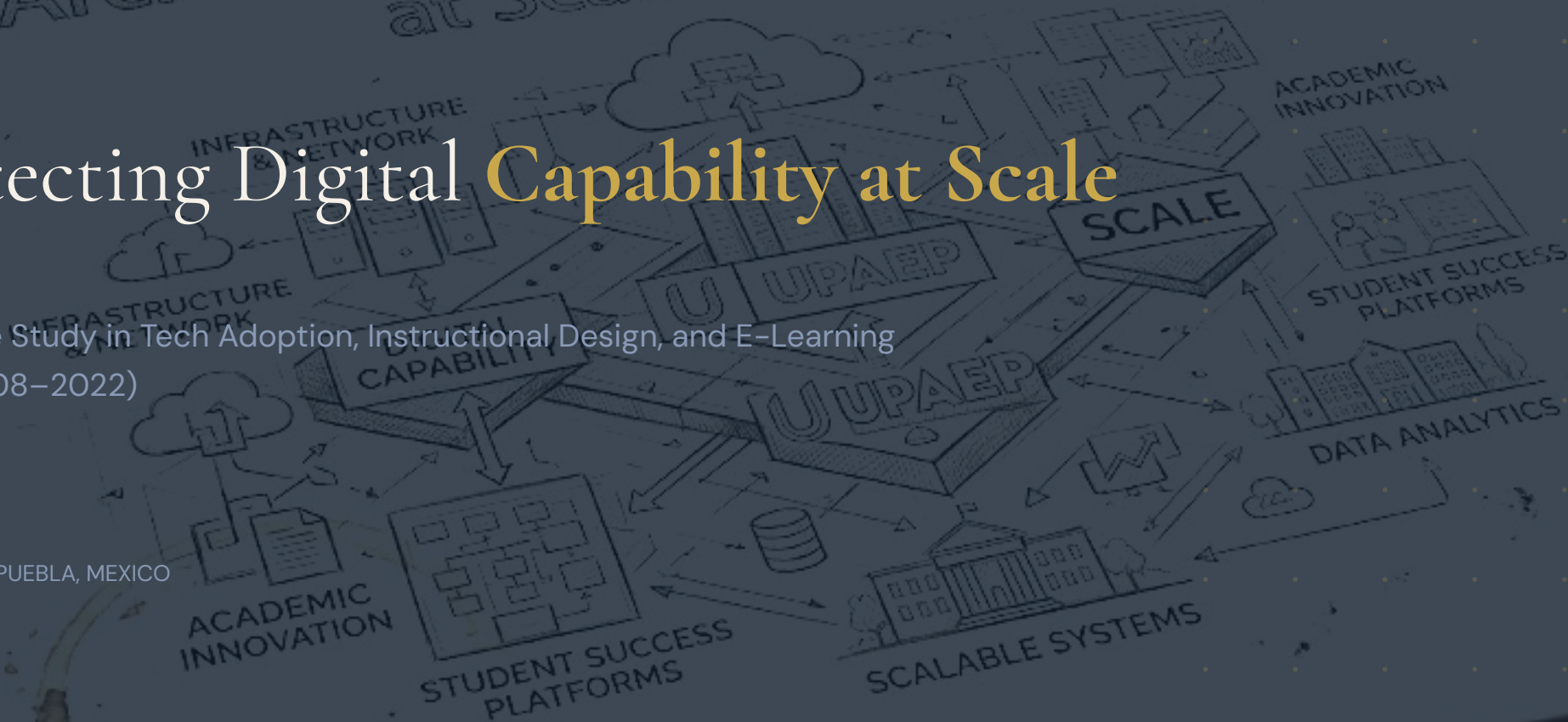
L&D & E-LEARNING PROFESSIONAL

Architecting Digital Capability at Scale

A 14-Year Case Study in Tech Adoption, Instructional Design, and E-Learning Execution (2008–2022)

UPAEP UNIVERSITY · PUEBLA, MEXICO

Architecting Digital Capability
at Scale at UPAEP



Bridging Business Reality with Digital Upskilling

The dual-track L&D strategist: anchoring curriculum in real-world business cases, drawn from concurrent full-time executive roles in IT and manufacturing.

14 yrs

Tenure designing and leading the Digital Tools & Tech
Platforms program at UPAEP

1,000+

End-users upskilled through a digital capability pathway
anchored in practical, operational business cases

THE CHALLENGE

Bridging the Digital Fluency Gap

Siloed Knowledge

- Learners viewed tech tools as standalone applications rather than integrated digital workflows.

Change Resistance & The Practicality Gap

- Low natural adoption of complex, collaborative platforms and communication protocols
- Knowing **HOW** a software feature works vs. knowing how to **SOLVE** a live business problem using that software

From Passive Theory to Applied Simulation

TRADITIONAL ACADEMIC APPROACH	APPLIED CORPORATE SIMULATION
Focus: Software as the subject	Software as the solution to a business problem
Environment: Theoretical assignments	Real-time business simulations, updated annually to match industry pacing
Methodology: Passive consumption	Project-based execution (resolving specific operational/social challenges)
Objective: Feature memorization	Digital change management & workflow adoption

Architecting the Learning Pathway

PHASE 1: INFORMATION & RESEARCH

- Navigating digital web data
- Distilling complex information into structured E-Papers

PHASE 2: DIGITAL COMMUNITY & WORKFLOW

- Establishing virtual collaboration protocols (Netiquette)
- Managing shared numerical data and collaborative forums

PHASE 3: THE CAPSTONE SIMULATION

- A strict 7-minute pitch resolving a real-world problem
- Must deploy a custom stack of the 15+ digital tools mastered during the pathway

Competency Assessment & Quality Assurance

100% continuous evaluation model: 75% formative tracking, 25% final capstone project execution.



Technology Utilization

Efficiency and appropriateness of the chosen tech stack.



Problem Resolution

Effectiveness of the proposed operational solution.



Communication

Visual presentation design and auditory delivery.



Integrity & Ethics

Strict zero-tolerance plagiarism policies and netiquette adherence.

MEASURABLE IMPACT

Measurable Impact & Evaluated Excellence

14

Years of continuous
program iteration

1,000+

Learners onboarded and
upskilled

>90%

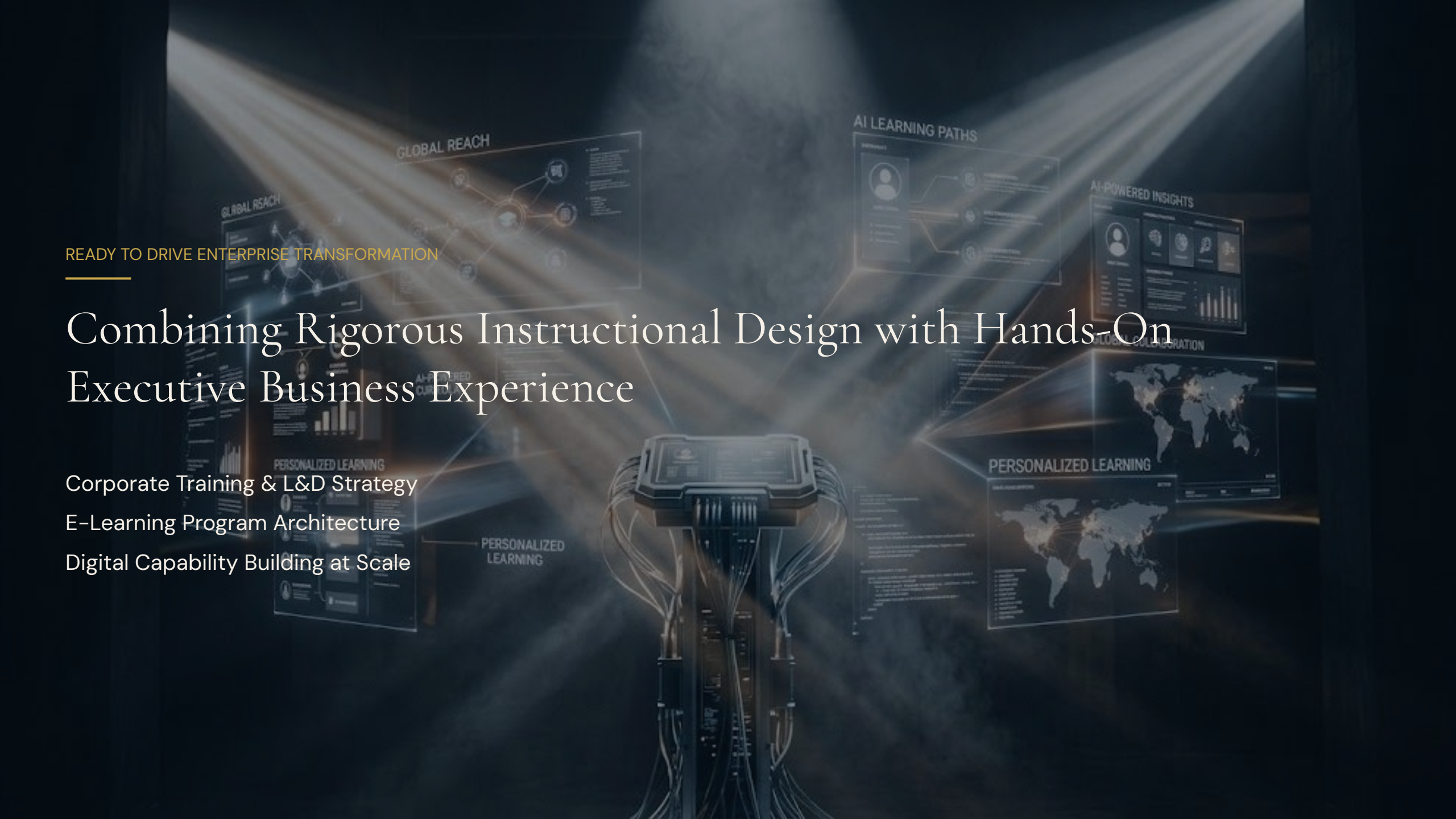
Completion and retention
rate

4.0/4.0

Score on Tech Tools
Management & Integrity

Translating Experience to Enterprise L&D Capability

ACADEMIC FOUNDATION	ENTERPRISE APPLICATION
1,000+ Students Upskilled	Scalable SaaS client onboarding & change management
Academic Syllabus Design	Structuring corporate e-learning pathways & nanocourses
Blackboard & Unisoft Admin	Enterprise LMS architecture & workflow automation
Strict Rubrics & 14 Yrs Data	Data-driven training KPI tracking & quality assurance

The background of the slide is a dark, atmospheric scene featuring a central server rack with numerous cables. Surrounding the server are several floating, semi-transparent digital panels. These panels display various data visualizations, including world maps, network diagrams, and bar charts. The panels are labeled with terms like 'GLOBAL REACH', 'AI LEARNING PATHS', 'AI-POWERED INSIGHTS', 'GLOBAL COLLABORATION', 'PERSONALIZED LEARNING', and 'AI-POWERED CUSTOMER'. Beams of light emanate from the top corners, creating a sense of depth and highlighting the digital elements.

READY TO DRIVE ENTERPRISE TRANSFORMATION

Combining Rigorous Instructional Design with Hands-On Executive Business Experience

Corporate Training & L&D Strategy
E-Learning Program Architecture
Digital Capability Building at Scale