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

ENTERPRISE CAPABILITY BLUEPRINT

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

INSTRUCTIONAL DESIGN

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

EXECUTION

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

QUALITY ASSURANCE

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

DACH RELEVANCE

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

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