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## Cristina Widdows

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Tampa, Florida • cristina.widdows@gmail.com • 813-317-8200 • [Portfolio](#)

Instructional Designer with experience creating scalable learning programs, certifications, and onboarding curricula across SaaS, customer support, and enterprise environments. Skilled in LMS management, eLearning development, and applying instructional design best practices to deliver impactful learning experiences across diverse audiences and contexts.

### Experience

#### DIALPAD

##### Instructional Designer (GTM Sales Enablement)

Remote, FL

June 2022 – September 2025

- **AI Demo Scoring Tool** – Assisted in the development and testing of a ChatGPT-based prompt to score and coach call recordings against rubric inputs; automated evaluations for ~300 reps, saving managers an estimated 70% review time and enabling more focus on high-value coaching conversations.
- **AE Demo Certification Program** – Designed and launched certification for 200+ AEs on UCaaS demo delivery; achieved 90% completion, reduced SE-led demos by 30%, and drove a 50% increase in AE demo language usage in customer calls.
- **Value Certification Program** – Designed and launched a two-part certification (modules + role-play) to standardize the Dialpad value story; achieved 92% average module completion across top segments, 88% role-play participation, and integrated into Base Camp Week 3 to ensure consistent new-hire pitch delivery (avg. 4.0/5 satisfaction from 70+ reps).
- **Revenue Onboarding Program (Weeks 3–4)** – Redesigned onboarding curriculum with scenario-based learning and certifications; improved satisfaction survey score by 40%.
- **Product Launch Enablement** – Designed instructional content (eLearning, guides, playbooks, micro-learning) for multiple product rollouts, delivering training to 300+ sellers with an average 85% completion rate across launches; reinforced learning through scenario-based modules that improved seller readiness and consistency in customer conversations.
- **Instructional Content Development** – Created multimedia learning assets (31 eLearnings, 24 microlearnings, 39 job aids / activity guides, 18 facilitator guides) supporting product launches, sales methodology adoption, etc.
- **Learning Systems & Analytics** – Administered Dialpad's LMS (LearnUpon) for 1,000+ learners; managed SCORM publishing, reporting, and analytics to streamline program delivery and track adoption.

#### VERIFONE

##### Instructional Designer (Contact Center Operations)

Tampa, FL

June 2021 – May 2022

- **Onboarding Program Redesign** – Revamped “core” onboarding for call center reps, streamlining modules and adding interactive elements; boosted agent retention from 44% to 67% and reduced time-to-proficiency by 2 weeks.
- **Needs Analysis & Curriculum Design** – Conducted comprehensive needs analysis for petroleum call center content; built targeted networking modules that improved knowledge assessment scores by 20%.
- **Instructor-Led Training Support** – Created detailed instructor guides aligned to classroom delivery, enabling consistency across 5+ training cohorts and reducing instructor prep time by 25%.
- **Multimedia Development** – Produced eLearning modules, videos, and audio assets to supplement ILT; increased learner engagement (measured through post-course surveys) by 15% and enhanced accessibility for remote learners.
- **Evaluation & Assessment** – Designed pre- and post-assessments for onboarding training program; leveraged results to demonstrate a 20% knowledge gain across core call center competencies.
- **Learning Systems & Analytics** – Administered Docebo LMS for 500+ active learners, managing SCORM uploads, course creation, enrollment, and reporting.

## **AXOGEN**

### **Instructional Design Intern (Organizational Development)**

Tampa, FL  
January 2021 – May 2021

- **Learning Systems Management** – Administered SAP Litmos LMS, managing user enrollment, course uploads, and communications to support a growing learner base.
- **Instructional Content Development** – Designed eLearning modules for professional development and compliance topics, incorporating multimedia elements to increase engagement and accessibility.
- **Cross-Functional Collaboration** – Partnered with compliance and organizational effectiveness teams to align learning content with business requirements and regulatory standards.
- **Diverse Learning Solutions** – Produced quick reference guides, video tutorials, and interactive modules tailored to audience needs, building a library of reusable instructional assets.

### **Skills/Certifications**

#### **SKILLS**

- **Instructional Design:** ADDIE, adult learning theory, Kirkpatrick evaluation
- **Learning Systems:** LearnUpon, Docebo, SAP Litmos, SCORM, xAPI
- **Content Tools:** Articulate Storyline, Articulate Rise, Camtasia, Canva
- **Collaboration Tools:** Highspot, Confluence, Google Suite, Miro
- **Analytics:** LMS reporting, survey design, Excel

#### **CERTIFICATIONS**

- Project Management by Association for Talent Development (ATD) - October 2022
- Articulate Storyline by Yukon Learning - November 2023

### **Education**

#### **THE UNIVERSITY OF TAMPA**

Master of Science, Instructional Design and Technology. 4.0

Tampa, FL  
2021

#### **THE UNIVERSITY OF TAMPA**

Bachelor of Science, Elementary Education. 3.64

Tampa, FL  
2020

### **Leadership and Activities**

#### **THE UNIVERSITY OF TAMPA SOFTBALL TEAM**

Tampa, FL  
August 2015 – May 2020

- Captain, University of Tampa Softball Team – Led and motivated teammates on and off the field (2015–2020).