



LAURA HERNANDEZ

I.hernandez0509@gmail.com
+52 1 33 3147 2816
linkedin.com/in/laura-l-hernandez-alvarado-lxd

I strive to deliver exceptional customer experience and resolve complex technical issues by empowering customers through engaging learning experiences.

My journey in instructional design and technical support has given me the tools to understand the customer's lifecycle and design the right strategies to engage customers and deliver outstanding customer service.

As a manager, my goal is to empower my teams with the necessary tools, vision, and direction needed to meet organizational objectives.

EDUCATION

Universidad TecMilenio - MSc Education
2016 - 2018

UNIAT - MA 3D Animation and Postproduction
2013 - 2015

Tecnologico de Monterrey - BA Animation and Digital Art
2007 - 2012

CERTIFICATIONS

Learning Experience Design Certificate
NovoEd

FullStack Development Bootcamp
BEDU

Instructional Design Certification
Tecnologico de Monterrey

Basic Project Management Methodologies Certificate (24 PDUs)
IT Institute

TECHNICAL SKILLS

Project Management / CMS

- Salesforce
- Jira
- Confluence
- Drupal

Data Analysis

- Google Analytics
- Google Looker Studio

Programming / Web development

- HTML
- Basic CSS
- Basic JS

LMS

- Skilljar
- LearnUpon
- Canvas

Design / Video

- Adobe Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- Camtasia
- Procreate
- Autodesk Maya
- Brightcove Video Cloud and Beacon

Instructional Design

- Adobe Captivate
- Articulate 360

LANGUAGES

Spanish - Native
English - Fluent (TOEFL ITP 643)
French - Intermediate B1

QUALIFICATIONS

- Team Leadership
- Technical Troubleshooting
- Customer Relationship Management
- Process Improvement
- Performance Improvement
- Problem-Solving
- End-user Support
- Project Management
- Customer Journey Mapping
- Customer Service
- Team Management
- Instructional Design
- E-learning Development
- Decision Making
- Strategic Planning
- Organizational Development
- Cross-functional Leadership
- Multimedia Development

PROFESSIONAL EXPERIENCE

Technical Support Manager

Brightcove / Dec 2022 - Present

I manage a team of Technical Support Representatives and Tier 1 Technical Support Engineers that help customers with their technical inquiries about Brightcove's Cloud-Based Video Streaming platform and OTT streaming services, providing guidance, mentorship, and training to ensure high performance and achievement of Business objectives.

My responsibilities include:

- Onboard new TSR and Tier 1 engineers to provide technical support for Brightcove products and solve tasks such as account activation, entitlement inquiries, bug reports, enhancement requests, etc.
- Handle system issues. Update the status page, communicate with customers, and work with engineering to understand the impact and resolution.
- Improve cross-functional processes such as sales handoffs, App delivery, etc., to optimize efficiency and enhance customer satisfaction.
- Improve and establish a functional SME program and schedule recurring meetings with engineering and product teams.
- Monthly KPI analysis to evaluate the team's performance, identify areas of improvement, and implement action plans as needed.
- Recurring meetings with Platinum customers to audit cases, provide updates and solve key issues.
- Manage escalated technical issues, ensuring timely and effective resolution.
- Identify team needs and implement training programs, strategies, and new tools.
- Manage our internal documentation site so the team has all the resources they need to help troubleshoot customer issues.

Instructional Design Manager

Brightcove / Jun 2021 - Dec 2022

I managed Brightcove's global customer-facing instructional design team for a year and a half. We build self-paced training and webinars in Captivate and Articulate Rise.

My responsibilities included:

- Design and execute customer enablement strategy, including designing the content roadmap and assigning resources to each project according to business objectives and customer needs.
- Work cross-functionally to identify customer training needs and gaps in the customer journey.
- Manage the migration of our LMS from the RFP to launch.
- Managing our LMS to gather metrics and upload courses.
- Manage existing resources, acquisition of new tools and recording equipment, designing the recording studio. Headcount evaluation and planning.
- Data review for decision-making, including course engagement and customer feedback.
- Establish processes and documentation for course creation.
- Design and develop engaging e-learning courses, training materials, and multimedia resources using video and interactions in SCORM with Articulate 360 and Adobe Captivate.

Instructional Designer

Brightcove / Aug 2019 - Jun 2021

As an instructional designer, I helped launch the Brightcove University program, defined processes for course creation, and designed and developed engaging e-learning content to train customers in applying Addie, Design Thinking, and Learning Experience Design methodologies.

My responsibilities included:

- Work cross-functionally with SMEs (Subject Matter Experts) from engineering, product, and marketing to create high-quality customer training.
- Identify customer training needs and propose a quarterly roadmap.
- Work with product and customer experience teams to prioritize training based on product releases.

Research Associate for the Digital University and Open Innovation Platform

Tecnologico de Monterrey / 2018 - 2019

I was a research associate for Conacyt and the Government of Guadalajara to design educational and business models, content strategy, and instructional design for a public online university.

My responsibilities included:

- Design a teaching-learning model focused on experiential learning, constructivism, and GBL for continuing education.
- Creation of a Digital Business model for the University.
- LMS and CMS management, research, and content creation.
- Instructional design.

