

ANGÉLICA JANER, B.S., M.A., CSM

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PROFESSIONAL SUMMARY

Design Visionary and Learning Architect with over 15 years of experience reimagining the Associate Experience through Human-Centered Design (HCD) and disruptive digital transformation. Expert at utilizing empathy interviews and journey mapping to eliminate cognitive friction in complex enterprise ecosystems. Proven track record of scaling global learning solutions that drive a 600% increase in engagement and a 60% reduction in training time.

CORE COMPETENCIES

- Design Strategy: HCD, Journey Mapping, Empathy Interviews, Design Thinking.
- Strategic Leadership: Consultative Partnership, Stakeholder Influence, Agile/Scrum.
- LX Architecture: Rapid Prototyping, Salesforce Enablement, UI/UX Optimization, Cognitive Load Reduction.
- Performance Analytics: ROI Measurement, KPI Alignment, Trail Tracker, Performance Gap Diagnostics.

PROFESSIONAL EXPERIENCE

Senior Consultant | Deloitte

July 2022 – Present

- Spearhead HCD-led digital transformations for enterprise Cloud adoption (Salesforce, SAP, Oracle), utilizing empathy interviews to align strategy with associate-performance KPIs.
- Utilize journey mapping to identify and eliminate associate pain points, ensuring complex technology transformations are intuitive and performance-focused.
- Partner with executive stakeholders to disrupt traditional training models, implementing Agile frameworks that increase digital workforce readiness.

Learning and Knowledge Manager | Saks Fifth Avenue

April 2021 – July 2022

- Architected a global LX ecosystem using Salesforce Learning solutions, delivering 58+ modules via rapid prototyping to solve complex customer and associate problems.
- Reduced associate cognitive load by re-engineering CRM UX/UI and navigation, delivering a 60% reduction in training time for 1,000+ global agents.
- Reimagined knowledge delivery by disrupting traditional, video-heavy content in favor of HCD-driven solutions, increasing associate consumption by 600%.
- Led global learning strategy for BPO partners, utilizing data-driven tracking to provide stakeholders with real-time visibility into training ROI.

Training Specialist & Instructional Designer | MHK

October 2018 – February 2021

- Designed human-centered action plans based on behavioral observation and user diagnostics, increasing overall learning engagement by 60%.
- Spearheaded complex LMS integrations, translating technical configurations into intuitive, scalable learning strategies that met high-level business objectives.

Instructional Designer & Salesforce Learning Manager | Ashley Furniture Industries

October 2017 – July 2018

- Partnered with product engineers to shape Salesforce functionality from an associate perspective, ensuring product rollouts prioritized ease of use.
- Developed disruptive learning materials using Design Thinking, increasing customer satisfaction by 30% through improved CRM service delivery.

Sr. Multimedia Designer | BayFurnishings

August 2015 – September 2017

- Led end-to-end design of interactive digital content, achieving a 15% increase in conversion by optimizing the digital associate and customer interface.

EDUCATION

- Master of Arts (M.A.), Adult Education | University of South Florida
- Bachelor of Science (B.S.) | Florida International University
- Graduate Certificates | Instructional Technology & Distance Learning | USF

CERTIFICATIONS & TECHNICAL ACUMEN

- Certifications: Certified ScrumMaster (CSM), Deloitte Certified Facilitator, Quality Matters
- Design Tools: Articulate 360 (Rise/Storyline), Adobe Creative Cloud, Camtasia, Captivate
- Ecosystems: Salesforce (Service/Sales Cloud), SAP, Oracle, Workday LMS