

YZA A. SANTIAGO

Makati, Philippines (open to remote) | itswyza@gmail.com | linkedin.com/in/itswyza | itswyza.com
Senior Instructional and Learning Experience Designer with 15+ years across enterprise SaaS enablement, global BPO, and edtech. Turns needs analysis into scenario-based eLearning, go-to-market enablement programs, and learning products.

EXPERIENCE

ANAPLAN

Makati, Philippines

Instructional Designer, GTM Enablement

Sep 2023 to Present

- Designed and launched 40+ GTM enablement courses on Anaplan products for sales teams and partners across Finance, HR, Sales, Supply Chain, and Retail, turning complex AI and planning capabilities into practical, customer-ready learning.
- Measured effectiveness through LMS reporting and learning analytics: 90 to 96% completion on self-paced courses, learner satisfaction up to 4.58 out of 5, and 100% completion on the company-wide training for a new AI product (Q1 to Q2 2026), called "the best training I have seen at Anaplan" by the VP of Sales, Americas.
- Built launch enablement for new AI-powered planning products and AI agent capabilities.
- Built scenario-based learning, knowledge checks, job aids, and assessments on MEDDPICC, discovery, objection handling, and the technical win, so account executives and consultants can apply product knowledge with customers.
- Shortened the path from source material to published course by pairing Articulate Rise and Storyline with AI-assisted curriculum workflows.
- Partnered with SMEs and product stakeholders to validate accuracy and match current positioning; created GTM and Partner versions and localized training for an AI planning product into Japanese.

TELETECH PHILIPPINES

Pasay, Philippines

Instructional Designer

Feb 2022 to Aug 2023

- Designed and developed 15 instructor-led and self-paced courses with assessments for GE HealthCare customer support specialists, aligned with support performance metrics.
- Produced 12+ monthly digital flipbook newsletters that turned LMS usage reports, also presented to management, into plain-language updates for customer support specialists.
- Administered the SAP Litmos LMS (users, settings, courses, and assessments), tracked completion, and built usage and learning analytics reports that helped GE partners optimize team productivity.

DIWA LEARNING SYSTEMS, INC.

Makati, Philippines

Senior Product Development and Innovation Specialist

Feb 2018 to Feb 2022

- Led the product launch of GENYO VR, releasing 50+ interactive VR educational tours for K-12 and increasing user engagement by 75% through iterative user-centered design.
- Served as product manager for a new learning platform (LMS) and a school enrollment system, leading user research, requirements, prototyping, development, and usability testing.
- Designed and ran train-the-trainer programs that prepared educators and internal teams to adopt VR learning products.

Product Development and Innovation Specialist

Mar 2013 to Feb 2018

- Managed content development and eLearning media production for Grades 1 to 10, leading writers, reviewers, storyboard artists, multimedia developers, and 50+ interns across project timelines.
- Set production templates and standards, managed suppliers, A/B testing, and launch, which led to an in-house eLearning development team.
- Managed GENYO eLearning LMS uploads and content-issue tickets, and trained Level 2 technical support specialists.

Learning Integration Specialist

Jun 2010 to Feb 2013

- Delivered LMS and technology integration training for partner schools, supporting multi-year contract renewals.

EDUCATION

UNIVERSITY OF THE PHILIPPINES LOS BAÑOS

Laguna, Philippines

Bachelor of Science in Development Communication, major in Educational Communication

2008

Certificates: Anaplan Level 1 Model Building; Google UX Design Foundations (2021); Software Product Management, University of Alberta (2021); Stanford Code in Place (2020); Visual Graphic Design, First Academy of Digital Arts (2016)

SKILLS

Learning design: Needs analysis, learner research, scenario-based learning, gamification, storyboarding, assessment design, sales and product enablement, AI-assisted course design, train-the-trainer, SCORM

Measurement: LMS reporting, completion tracking, learning analytics, training effectiveness, business impact

LMS platforms: Seismic, SAP Litmos, EzyCourse, WyzCore, GENYO eLearning

Tools: Articulate Storyline 360, Rise 360, iSpring Suite, Camtasia, Vyond, Canva, Figma, Adobe Photoshop, Illustrator, InDesign, generative AI, HTML/CSS

Languages: English (fluent, professional), Filipino (native)