

Juliana Dos Santos.

Talent Development Program Manager · Instructional Designer · CPTD®

Certified Professional in Talent Development with 5+ years of experience designing and leading learning programs aligned with organizational goals. I build leadership development, onboarding, and digital learning experiences that connect human growth to measurable business outcomes.

9→4

MONTHS TO PRODUCTIVITY

+20%

LEARNER PERFORMANCE

500+

EMPLOYEES IMPACTED

CORE STRENGTHS

L&D Strategy

Instructional Design

Curriculum Development

Leadership Development

Employee Onboarding

Learning Experience Design

Program Management

Stakeholder Management

Learning Analytics

Change Management

Performance Improvement

Facilitation

TOOLS & METHODOLOGIES

Learning design: ADDIE, SAM, Bloom's Taxonomy, Kirkpatrick, Action Mapping, 70-20-10, andragogy

Authoring: Articulate Rise 360, Storyline 360, LMS platforms

Design: Adobe Creative Suite, Photoshop, Illustrator, InDesign, Canva

Data & AI: Learning analytics, survey design, reporting, visualization, AI-assisted design and AI literacy programs

EXPERIENCE

Senior Program Manager (L&D), Leadership Development

Jul 2024 – Present

StackAdapt

Impact: Leading company-wide leadership programs that strengthen leader capability at every level.

- Design leadership pathways for Individual Contributors, People Managers, VPs, and onboarding.
- Plan and execute L&D strategy across onboarding, leadership, and skill development formats.
- Facilitate engaging learning experiences and use feedback and program data to improve measurable impact.
- Partner cross-functionally to align programs with organizational needs and business priorities.

Revenue Onboarding Program Manager (L&D)

Feb 2024 – Jul 2024

Shopify

Impact: Streamlined onboarding and strengthened program structure, content, and new-hire integration.

- Led the strategic redesign and expansion of L&D programs during rapid organizational growth.
- Managed simultaneous project streams and adapted delivery to evolving business needs.
- Designed metrics and feedback systems that enabled ongoing data-driven improvements.

L&D Program Manager

Mar 2023 – Feb 2024

Shopify

Impact: Aligned learning objectives with business goals and improved program effectiveness.

- Reduced onboarding ramp time from 9 months to 4 months.
- Improved learner performance metrics by 20% across programs impacting 500+ employees.
- Conducted needs assessments, refined curricula, and implemented digital learning solutions.
- Secured stakeholder buy-in and alignment across departments.

PROFESSIONAL EXPERIENCE

Quality Assurance Specialist, Education & Resources

Oct 2021 – Mar 2023

Shopify

Impact: Improved learning outcomes and operations through evaluation and continuous improvement.

- Evaluated program effectiveness and implemented improvements to knowledge and skill development.
- Published monthly, quarterly, and annual performance reports.
- Built stakeholder frameworks and partnered with SMEs on leadership learning resources.
- Conducted QA audits to strengthen customer experience consistency.

Support Specialist (Shop; Multilingual)

Mar 2021 – Sep 2021

Shopify

- Provided multilingual customer support and resolved merchant inquiries to a high quality standard.

Social Services Worker

2013 – 2021

Pinecrest Queensway Community Health Centre

- Supported diverse community members through program delivery, advocacy, and individualized planning, building deep skills in communication, empathy, and facilitation.

CERTIFICATIONS

- Integrative Development Coach · Mind Rebel Academy
- CPTD® · Association for Talent Development
- ATD® Master Instructional Designer
- ATD® Instructional Design Certificate
- CAPM® · Project Management Institute
- Workforce Management Certification
- Data Analytics Certificate · Juno College
- UX Design Certificate · Juno College

EDUCATION

- **Social Services Worker Diploma**
Algonquin College · 2013
- **Bachelor's Degree, Linguistics & Literature**
Unioeste, Brazil · 2006

LANGUAGES

English

Portuguese

HOW I WORK

Listen before designing

Build for real scenarios

Measure behaviour change

Connect learning to outcomes

Iterate with evidence