

DEE AZLAN

- DeeAzlan.com/Portfolio
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CORE CHARACTER

- Self Driven
- Solution Focused
- Creative Thinker
- Curious Innovator
- Collaborative Builder

CERTIFICATION

-  Expected 2023
Google
UX Design
-  Expected 2023
Adobe
Adobe Captivate
-  2022
Adobe
Instructional Design
-  2022
Innovation Learning
Design Thinking
-  2011
Shaw Academy
Psychology of Sales
-  2009
Nordstrom
Business Management
-  2008
Karl Taylor Photography
Advance Fashion & Product
-  2008
M.A.C
M.A.C Pro Artist

EXPERIENCE

Instructional and Curriculum Designer 2020-Present
Trainer and LMS Administrator
Dee Azlan Ventures

Developed and delivered custom e-learning courses and resources, increasing course completion and learner retention. I also led the development and implementation of a new LMS, resulting in improved user experience and increased efficiency, and created and maintained comprehensive course materials. Additionally, I developed and delivered instructor-led training programs and managed the organization's e-learning resources.

Adult Learning Theory	Adobe LMS	Adobe Captivate
ADDIE	Tutor LMS	Articulate 360 & H5P
Learning EXP Design	Canvas LMS	AGILE & Waterfall

Brand Creative Director 2017-2022
Branding Marketing Strategist & Brand Manager
Hello Epic Marketing Agency

Developed and implemented a successful brand strategy, increasing brand recognition and customer satisfaction. I also created and executed a successful integrated marketing campaign and led redesigning of the organization's website, increasing website traffic and conversion rates. Additionally, I managed the brand's social media presence and developed and maintained brand guidelines, ensuring consistent messaging across all marketing materials and channels.

UBA & Loop11	Adobe Creative Suite	Figma/Invision
A/B Testing	Hootsuite	UI/UX Design
Google Analytics	Typeform	HTML & CSS

Product & Training Development 2011-2017
Business Management
THEORY Beauty Cosmetics

Developed and launched a full product collection that resulted in a successful brand launch. I also created and delivered training programs that increased employee product knowledge and customer satisfaction. Additionally, I led the development of an e-learning platform that improved customer satisfaction and makeup artist service quality, resulting in increased customer retention.

Blended Training Method	Microsoft Dynamics 365	Monday.com/Trello
NDP Process	DOMO	Microsoft Teams
Team Development	The Project Pyramid	Salesforce