

CINDY MUI PEREZ

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San Diego, CA

OVERVIEW

Instructional design expert with experience developing high-quality courses and programs, informed by an extensive background in academic research, graphic design, and equity and inclusion.

EXPERIENCE

UC San Diego
Teaching + Learning
Commons

Senior Instructional Designer | July 2023 - Present

- Collaborate with faculty to design, develop, and maintain high-quality online courses in alignment with desired outcomes and adult learning theory.
- Engage in academic research to further the field of Instructional Design practice.
- Evaluate course performance and student feedback metrics to assess design effectiveness and inform future course iterations.
- Create digestible multimedia lessons through scripting, narration, video editing, and custom asset creation.
- Manage project timelines, milestones, and cross-departmental communication.
- Provide mentorship and delegate tasks to junior instructional designers.

**Mass General
Brigham**
Division of Clinical
Research Education

Remote Instructional Designer | May 2022-2024

- Collaborate with SMEs to design and develop online training on various clinical topics for professional research staff, in compliance with FDA, NIH, DHHS, and other regulatory bodies.
- Utilize eLearning Tools such as Articulate Storyline to develop multimedia enhanced and SCORM-compliant content.
- Supervise course design projects to manage milestones and timelines.

UC San Diego
Teaching + Learning
Commons

Instructional Designer & Learning Systems Specialist | 2019-2023

- Collaborate with faculty and senior Instructional Designers to design, develop, and maintain new and existing courses.
- Develop and present staff training materials and resources, including webinars, SOPs, presentations, and online web series.
- Monitor course progress to track and resolve performance issues.

UC San Diego
Educational
Technology Services

Business/Instructional Systems Analyst | 2017-2019

- Developed training resources for faculty and staff on complex tech topics.
- Evaluated educational tools for usability, functionality, and perceivability.
- Provided Educational Technology support for faculty via 1-1 consultations.

EDUCATION

M.S. Instructional Systems & Learning Technologies | Florida State University | expected 2025

B.S. Cognitive Science | University of California, San Diego | 2018

SELECTED PUBLICATIONS

- Lin, N., Li, H., Perez, C., Yan, Y., & Flammer, K. (2025). Assessing Student *Perceptions and Performance in Digital Learning Spaces through an Equity Lens*. *The Journal of Applied Instructional Design*, 14(2).
<https://doi.org/10.59668/2222.21455>
- Flammer, K., Mui Perez, C., Phung, M., Van Den Einde, L. (in press, expected 2025). *Evaluating Engagement and Collaboration in a College Level Online Hands-On Engineering Course for High School Students*. American Society for Engineering Education.

PROF. DEVELOPMENT

- Leaders for Equity Advancement and Diversity Fellow | UC San Diego | 2022
- Project Management Bootcamp | UC San Diego Extension | 2021
- Graphic Design Program | San Diego City College | 2020 - 2022
- Applying the QM Rubric Certificate | Quality Matters | 2019

SKILLS

Learning Theory

ADDIE, Backwards Design, Mayer's Principles for Multimedia Learning, the Kirkpatrick Model, and Universal Design for Learning

Learning Technology

Multimedia Authoring tools such as Articulate 360, Vyond, Camtasia
Learning Management Systems (LMS) such as Canvas, Moodle, and Coursera
Media Creation tools such as Premiere Pro, Camtasia, and Audacity

Technical

Adobe Suite specializing in Illustrator, InDesign, and Photoshop;
Website Development such as HTML/CSS, WCAG 2.0. Standards, Google
Analytics, Website Content Management Systems (WordPress, Wix, Cascade);
Data Analysis tools such as SPSS, NVivo, and Qualtrics;
Productivity Management tools such as Trello, Jira, and Confluence