

YOLANDA Y. LUNA

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PROFESSIONAL PROFILE

e-Learning Designer/Developer with 20 years of experience in the finance industry creating training for JPMorgan Chase and USAA. My background includes the last three years in a dual designer/developer role and 17 years as an instructional developer — 12 of those years also spent in QA/functional testing and LMS administration. I use SharePoint and Jira daily for project management, and I bring early-career foundational experience in operations support, retail management, and customer service. Known for quickly building trust and helping others reach successful outcomes, thrives in fast-paced, multi-tasking environments. Tech-savvy and quick to learn new systems, with strength in aligning teams on shared goals, mapping clear timelines, troubleshooting issues, and using AI tools to accelerate workflows.

PROFESSIONAL EXPERIENCE

JPMorgan Chase — Learning Lead / Instructional Designer MAY 2022 – OCTOBER 2025

- Designed and developed interactive eLearning and microlearning end-to-end, including branching scenarios, simulations, and video-based experiences.
- Served as sole portfolio owner and developer for Salesforce training supporting Business Banking — built new courses and maintained existing ones after reviewing system update demos to assess training impact, prioritized and scheduled revisions against Production readiness, and published all new and updated materials to the internal Business Banking Library.
- Consulted with and interviewed business stakeholders and SMEs to clarify performance needs, recommend solutions, and translate complex information into clear, actionable learning experiences.
- Applied modern visual design, UX, and digital-marketing sensibilities, informed by contemporary content consumption and social-media-inspired formats.
- Leveraged generative AI tools to accelerate analysis, scripting, storyboarding, prototyping, and asset creation without sacrificing accuracy or sound judgment.
- Collaborated with learning peers to identify efficiencies, reusable components, templates, design patterns, and innovation opportunities.
- Worked in an agile, team-based environment, adapting to feedback and shifting priorities while maintaining brand alignment and accessibility across all learning products.
- Measured learning effectiveness using engagement data, feedback, and performance metrics; summarized insights and iterated solutions quarterly.

JPMorgan Chase — Sr. Digital Learning Developer FEBRUARY 2015 – MAY 2022

- Developed interactive eLearning and microlearning end-to-end, including branching scenarios, simulations, and video-based experiences
- Attended weekly management meetings to review and assign new projects among team members.
- Interviewed SMEs to clarify needs, recommend solutions, and translate complex information into clear, actionable learning experiences for web-based training courses.
- Collaborated closely with development teams to create complex interactive digital learning modules/games.
- Led a dev team of 10 to program and upload QuestionMark assessments to support CCB designers.
- Led the same dev team of 10 to provide QA and Functional Testing support to CCB designers, by thoroughly testing courses before they went live in the LMS.

JPMorgan Chase — Digital Learning Developer JANUARY 2013 – FEBRUARY 2015

- Consulted/interviewed SMEs to build out web-based training courses as requested from storyboards or in meetings.
- Collaborated closely with development teams to create interactive digital learning modules.
- Led a dev team of 4 to build and deliver 48 online courses with assessments within a strict four-week deadline.
- Served on the template creation team to create multiple Captivate templates to be used by CCB designers and developers.

Peyton Resource Group, Contract @ USAA eLearning — Instructional Developer SEPTEMBER 2007 – DECEMBER 2012

- Built training solutions using Flash, Captivate, ActionScript, Dreamweaver, and Adobe Creative Suite.
- Supported 23 instructional designers building courses, animations, and simulations.
- Designed reusable templates and modified XML/HTML for ongoing module updates.

Washington Mutual — Sr. eLearning Instructional Developer DECEMBER 2005 – JUNE 2007

- Converted instructor-led training (ILT) into online courses for company-wide use.
- Developed enterprise training programs specifically for the Customer Care Call Center and New Hire groups.
- Served as the Siebel 7 Project Lead and managed system tasks as the LMS (Talent Builder) Administrator.

Galaxy Scientific Corp, Contract @ USAA — Multimedia Developer FEBRUARY 2005 – DECEMBER 2005

- Collaborated with instructional designers to produce multimedia assets from storyboards; within a month, transitioned to building full courses independently.

EARLY CAREER & FOUNDATIONAL EXPERIENCE

- Legal Secretary / HR Research & Analysis Technician – USAA
- Champus/Medicare Representative (Temporary Employee) – USAA
- Main Lobby Security Receptionist (Temporary Employee) – USAA
- Retail Manager – Foot Action
- Salon Manager – Hair Crafters

These positions demonstrate foundational experience in: legal administration · high-volume guest management · corporate security compliance · hiring · customer service · interviewing · coaching · scheduling · people management.

KEY ACHIEVEMENTS AT CHASE

- Earned 22 “Chase Five Key Awards” for exceptional client service, ownership, and exceeding expectations.
- Portfolio Owner — sole developer for Salesforce training supporting Bankers in the Business Banking division
- Served as the moderator for the MS Teams Captivate channel, providing troubleshooting and mentorship across the entire Consumer & Community Banking division.
- Led a developer team of 4 to build and deliver 48 online courses with assessments within a strict four-week deadline.
- Led a developer team of 10 to program and upload QuestionMark assessments to support CCB designers.
- Led the same team of 10 to provide QA and Functional Testing support to CCB designers, by thoroughly testing courses before they went live in the LMS.
- Selected twice (from a pool of roughly 75 employees enterprise-wide) for Beta and Operational Acceptance Testing during a new LMS rollout, then led the team's migration to the new system.

EDUCATION, CERTIFICATES & CONTINUOUS LEARNING

BFA in Communication Design (Minor in Business Administration) — Texas State University, San Marcos, TX · December 2004

AAS in Graphic Arts (Interactive Graphics) — San Antonio College, San Antonio, TX · May 2002

Google AI Professional Certificate — Google (In Progress, expected July 2026)

Chase Academy Project Management Certificate — University of Texas at San Antonio (UTSA) · 2018

CORE, TECHNICAL & PROFESSIONAL COMPETENCIES

- **Instructional Design:** 2+ years dual-role experience as an ID and hands-on developer.
- **eLearning Development:** 20 years experience creating eLearning, microlearning, branching scenarios, simulations. Expert in JAWS accessibility testing.
- **Consulting & Analysis:** Expert at partnering with stakeholders and SMEs to translate complex data into training.
- **AI Integration:** 2 years of using AI consistently in my personal life. Skilled at crafting and refining AI prompts and identifying hallucinations to ensure data accuracy. 1 year utilizing Corporate in-house AI-driven content creation tools (LLM and document-to-SCORM converter) to accelerate analysis, generate course outlines, develop storyboards, and create assets/assessments.
- **Microsoft Office & Core Software:** Proficient with Word, Excel, PowerPoint, Publisher, JIRA, SharePoint, Salesforce, Siebel 7, and QuestionMark.
- **Multimedia & Content Tools:** Adobe Captivate, Articulate Storyline, Camtasia, Synthesia, Adobe InDesign, Snagit, Acrobat Pro, Photoshop, Illustrator, Premiere, Dreamweaver, Audition, Sound Forge, and Audacity.
- **Administrative Operations:** Streamlined office communications, supported legal research parameters, and resolved complex customer inquiries.
- **HR Operations & Testing:** Professional experience as an HR Research & Analysis Technician at USAA. Skilled at administering job applicant entrance tests, managing high-volume data verification, and maintaining administrative compliance for corporate personnel.
- **Retail Management:** Responsibilities included: Onboarding and training store associates, managing staff schedules, executing opening/closing procedures, handling cash and bank deposits, auditing & managing high-volume inventory, setting up promotional displays, customer conflict resolution, managing product returns, and maintaining a high-energy, positive shopping environment.
- **Project & LMS Administration, JIRA and SharePoint:** Proven ability to develop project timelines, mitigate risks, and manage milestones for high-stakes compliance and legal projects. 13 years of experience managing the end-to-end lifecycle and platform configuration for virtual courses, including automation workflows, user enrollments, tracking, and deploying evaluations.
- **Systems & Data Tracking:** Proven ability to manage high-volume user data and workflows within complex platforms; ready to transfer 13 years of database administration experience to Applicant Tracking Systems (ATS) and Customer Relationship Management (CRM) platforms.
- **Communication, Emotional Intelligence & Time Management:** Exceptional oral and written communication skills used to deliver clear updates, build trust quickly, read the mood of a conversation, successfully manage relationships, organize schedules and prioritize heavy daily workloads under tight deadlines.
- **Adaptability & Motivation:** Self-motivated professional who thrives in fast-paced, high-urgency, and metrics-driven environments. A quick study who learns new software quickly and adapts fast to new technical concepts.