

# ANUSUYA DEVI VELUSAMY

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Senior Instructional Designer | Learning Experience Design | SaaS & EdTech

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## PROFESSIONAL SUMMARY

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Senior Instructional Designer with 7+ years of experience across SaaS and EdTech, specialising in learning ecosystem design, curriculum strategy, and software enablement. Grounded in a learner-first philosophy, with a focus on translating organisational complexity into scalable learning solutions and driving measurable impact through cross-functional collaboration.

## KEY ACHIEVEMENTS

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**500+** Learning Assets Delivered • **3,000+** LMS Enrolments • **1,100+** Learners Supported  
**12-Person** Team Led • **7+** Years of Experience • **3 Promotions** Across Two Organisations

## CORE COMPETENCIES & TOOLS

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**Instructional Design:** ADDIE | SAM | Bloom's Taxonomy | Action Mapping | Multimedia principles

**Authoring & Media:** Articulate Storyline 360 | Rise 360 | PowerPoint 365 | Snagit Capture & Editor

**LMS & Platforms:** Litmos | Microsoft 365 | Google Workspace | Ftrack Review

**Programme Design:** Learning Strategy | Onboarding | Compliance | Customer Education | Partner Enablement | Software Simulations

**Leadership & Process:** Team Leadership | Agile/Scrum Project Management | Content Governance | Stakeholder Management

**Analysis & Assessment:** Needs Analysis | Curriculum Mapping | Competency-based & formative assessment

## WORK EXPERIENCE

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**LaborEdge, US (Mewhiz Services Pvt. Ltd.) - Remote | 16 August, 2023 - Present**

**Senior Instructional Designer (Promoted from Content Developer)**

Healthcare SaaS (Nexus) | Team of 5 IDs | Litmos LMS | Agile Delivery

- Architected a **six-programme learning ecosystem** for a healthcare SaaS platform spanning onboarding, compliance, workflow adoption, customer education, partner enablement, and certification, creating scalable infrastructure for product and user growth.
- Led and mentored a **team of 5** Instructional Designers, overseeing LMS administration, certification programmes, content quality standards, and Agile delivery while partnering with Product, Sales, and Customer Success teams.
- Translated **20+ ATS integrations** into structured software enablement programmes using **Articulate 360, simulations**, and performance support resources, simplifying complex NexusATS workflows and reducing support escalations.
- Designed and launched **250+ learning assets** across onboarding, compliance, workflow adoption, customer education, and partner enablement using SAM and LXD methodologies, supporting **1,000+ users** across customer and partner audiences.
- Developed a Sales-adopted product storytelling resource and integration video library that generated **250+ views in 30 days**, extending learning beyond the LMS into customer-facing adoption workflows.
- Established content governance and QA frameworks alongside managers that streamlined delivery across a distributed team, reduced revision cycles, and accelerated publishing of new learning assets.

## **Byjus, India (Think and Learn Pvt. Ltd.) | February, 2020 - August, 2023**

### **Curriculum Lead - Content Development (Promoted twice in 3 years from Developer)**

K-12 EdTech at scale | Upto 12 Direct Reports | Multimedia Learning Principles

- Led K-12 Science curriculum development for **Grades 4-10**, creating learner-centred curricula, assessments, and instructional pathways across digital and instructor-led learning environments.
- Drove **curriculum strategy** in collaboration with academic leaders, SMEs, and senior stakeholders, ensuring alignment between learning objectives, engagement strategies, and instructional outcomes.
- Managed large-scale curriculum operations using **Microsoft 365 and Google Workspace**, streamlining content planning, stakeholder communication, and cross-functional delivery during a period of rapid organisational growth.
- Supported content governance and review workflows through **Ftrack**, training team members on review processes, quality standards, and feedback management to improve delivery consistency across a **12-person team**.
- Leveraged learner analytics and post-delivery feedback to refine instructional design approaches, receiving the **Star of the Project - BHP** award and **Performer of the Month (December 2021)** for excellence in quality, leadership, and execution.

## **Venper Academy, India | March, 2019 - January, 2020**

### **Teaching Faculty - Chemistry for National Competitive Exams**

- Designed and delivered assessment-driven Chemistry live classes for NEET and JEE aspirants, developing differentiated learning experiences and performance-focused interventions that strengthened examination readiness and subject mastery.

## **Genext Students Pvt. Ltd., India | July, 2018 - February, 2019**

### **Academic Tutor**

- Delivered personalized classes through tailored assessments and targeted interventions, improving learner engagement, retention, and academic performance across assigned subjects.

## **EDUCATION & CERTIFICATIONS**

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Tamil Nadu Agricultural University | 2014-2018

Bachelor of Technology - Food Process Engineering, OGPA 8.3/10

### **CERTIFICATIONS**

- Instructional Design Specialist - Henry Harvin
- Articulate Storyline 360 Specialist - Henry Harvin
- Project Management - Google

Full certificate directory: [www.anuwrites.com/home-page](http://www.anuwrites.com/home-page)

## **VOLUNTEER EXPERIENCE**

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Volunteer Teacher | Social Service League, Tamil Nadu Agricultural University | 2014-2018

- Implemented community education programs for underprivileged children, creating lessons and support materials from scratch, an experience that laid the foundation for a career in learning design.

## **LANGUAGES**

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- English (Full Professional - C1)
- Italian (Basic - A1, Actively Developing)
- Tamil (Native)