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Adrian Joel Concepcion



Leon Medical Centers - Instructional Designer

Professional Statement

With a rich background spanning over 7 years in healthcare, I've navigated the intricacies of serving 45,000 established patients and nurturing the growth of 3,000 employees across 8 multidisciplinary centers. My passion lies in fostering employee development and engineering innovative systems that align seamlessly with our pursuit of delivering exceptional service.

PROFESSIONAL EXPERIENCE

-  **Instructional Designer** Aug. 2018-Present 
- Leon Medical Centers
- Details and duties:**
- Proficient in design using Adobe XD, adeptly integrating visual elements into training materials and learning solutions
 - Build and deliver innovative training across e-learning, in-person, and virtual instructor-led modalities
 - Provide essential support for final design and visual refinement of diverse learning components, as required
 - Develop and execute comprehensive learning and development strategies for the department
 - Create impactful learning solutions & deliverables (e.g., newsflashes, quick start guides, job aids, e-learning) tailored to the healthcare industry's various roles
 - Produce wireframes, prototypes, and design mockups to vividly conceptualize user interfaces and interactions
 - Collaborate seamlessly with subject matter experts, developers, and stakeholders to define product requirements and craft effective design solutions
 - Champion user-centered design principles and best practices throughout the organization
 - Work harmoniously with visual designers and developers to ensure faithful implementation of designs

-  **Owner** January 2020-Present 
- Concea Designs, LLC
- Details and duties:**
- Spearhead end-to-end fulfillment of clients' web design requirements, seamlessly executing projects from conceptualization to implementation using Webflow
 - Provide dedicated post-project support to clients, accommodating any essential revisions to ensure their utmost satisfaction
 - Proficiently create and edit videos, tailoring content for optimal impact on diverse video platforms such as YouTube, Instagram, and TikTok
 - Skillfully leverage proprietary software tools, including Webflow, to expertly integrate intricate visual designs, encompassing dynamic elements like text and animations, into a meticulously refined and fully operational state

SKILLS

Communication & Problem Solving



Adobe Xd



Bilingual - English & Spanish



Microsoft Applications



UX/UI Design



Prototyping



Training and Development



Captivate / eLearnings



Content Creation / Video Editing



EDUCATION

**Florida International University,
Bachelor in Human Resources**

Miami, Florida

[PORTFOLIO](#)

Leon Medical Centers

Details and duties:

- Orchestrated the seamless integration of ADP eTime Training into a novel system development initiative in collaboration with cross-functional department leaders
- Skillfully identified performance gaps and rectified improper system usage through diligent troubleshooting, enhancing the overall user experience
- Offered comprehensive support to end-users throughout system upgrades, ensuring a smooth transition and proficient utilization
- Led a comprehensive Needs Assessment Project, illuminating vital training requisites within the department and laying the groundwork for targeted learning experiences

CERTIFICATES

Certified in EpicCare Ambulatory
Certified in EpicCare Ambulatory Curriculum
Certified in Beacon Curriculum
Certified in Training Environment Build
Proficient in Epic Cadence/Prelude LMC Leads Program
Foundations of User Experience (UX) Design Certificate from Google