Lily Ciric Hoffmann

Silver Spring, MD • lciric.hoffmann@gmail.com • linkedin.com/in/lciric • https://lilyhoffmann.com

Senior Instructional Designer

Learning Experience Designer with 10+ years of experience developing technical, self-guided learning for B2B SaaS products and customer education programs. Skilled at translating complex software concepts into clear, engaging training materials and learning experiences for diverse audiences. Brings strong technical aptitude, UX-informed design, and the ability to collaborate with SMEs and independently drive projects from concept through delivery.

WORK EXPERIENCE

inquirED

Sr Instructional Designer • Part-time • 11/2026 - Present

Support the InquirED Hub, a professional development platform for educators, through instructional design and learning experience development.

CapeTalent

Sr Instructional Designer: Supporting Intuit and Mailchimp Academy • Contractor • 10/2025 - 09/2026

- Designed customer- and partner-facing learning experiences for Intuit Academy using Claude and other AI tools to streamline development, while applying instructional judgment to review and refine AI-assisted outputs.
- Partnered with SMEs and cross-functional stakeholders to translate complex product and business concepts into clear, engaging learning experiences that support product adoption and customer/partner performance.
- Designed and launched Mailchimp Academy's SMS Marketing Certification, the first new certification in five years, owning the end-to-end instructional design process and project delivery.
- Designed and launched a Partner Migration Hub using an AI-assisted application development tool, creating structured implementation guides and enablement resources to help partners successfully migrate clients to Mailchimp.

inquirED

Instructional Designer • Part-time • 06/2024 - 10/2025

- Conducted an InquirED Hub platform content audit and taxonomy redesign, improving discoverability, learner tracking, and scalability.
- Developed interactive modules in Evolve, creating cohesive, reusable, and engaging learning materials for InquirED's professional development hub.
- Optimized the Intellum learning platform by creating personalized content views for different educator audiences, improving navigation, accessibility, and relevance.

SaaS Academy Advisors

Customer Education Advisor • Contractor • 12/2024 - 08/2025

- Developed the foundational course and content framework for Pleo Partner Academy, establishing a modular content strategy and scalable learning structure from the ground up.
- Created course documentation and content-development guidance to support consistency, ongoing updates, and future program expansion.

Ghost Robot

Curriculum Strategy Consultant • Contractor • 04/2024 - 06/2024

- Designed a non-technical curriculum and content for a Google AI course for business leaders on Coursera.
- Translated complex technical concepts into practical, application-focused learning experiences through hands-on activities, instructional content, and assessments.
- Developed applied assessments to support strategic AI literacy and adoption.

Contentful
Learning Experience Designer • Full-time • 08/2021 - 09/2023

- Designed interactive learning experiences, translating complex product concepts and workflows into practical, application-focused training for technical, non-technical, and partner audiences.
- Developed scalable learning paths, certification experiences, and reusable learning assets to support learner progression across the Contentful product ecosystem.
- Created engaging eLearning using scenario-based activities, simulations, video, interactive elements, and knowledge checks to support product adoption and skill development.
- Collaborated cross-functionally with product, engineering, and professional services teams to structure learning systems aligned to platform adoption and business goals.

EDUCATION

MicroMaster in Instructional Design And Technology • University Of Maryland Global Campus

B.A. In Journalism • Arizona State University

A.A. In Web Authoring Multimedia • Bellevue Community College

CERTIFICATIONS

Certified Intellum Admin
Intellum

Figma Training Course
SaaSDesign

Partner from the Start Toolkit (Action Mapping)
action@work by Cathy Moore

Articulate Storyline Certificate
Yukon Learning

Code Foundations
Codecademy

SKILLS

Instructional Design & Learning Development: Instructional systems design, Adult learning, ADDIE, SAM, Action mapping, Curriculum design & development, Storyboarding, Assessment design, HTML, CSS, JavaScript, Customer education, Product training, Certification programs

Tools: Articulate Storyline, Articulate Rise, Adobe Creative Suite, Camtasia, Figma, Docebo, Intellum, Evolve, Asana, AI-Assisted Content Development, Jira

Learning & Content Strategy: Modular learning, Content architecture, Learner journey mapping, Content audits, Taxonomy & information architecture, Adaptive learning, UX design & research, Accessibility, Learning analytics, Content lifecycle management

Collaboration & Delivery: Project management, SME collaboration, Cross-functional collaboration, Curriculum lifecycle ownership, Partner education, Content governance