

Lily Ciric Hoffmann

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Learning and Content Design Specialist

Designs scalable, modular learning systems and frameworks that streamline curriculum development, certification programs, and content workflows. Experienced in content architecture, instructional strategy, and program optimization across SaaS, EdTech, and FinTech platforms. Skilled at creating structured, reusable learning experiences for diverse audiences, driving adoption, proficiency, and measurable outcomes.

WORK EXPERIENCE

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Instructional Designer • Contractor • 06/2024 – Present

- Develop interactive eLearning modules, creating cohesive, reusable, and engaging learning materials.
- Conducted a content audit and mapping for the Inquiry Hub professional development platform, enabling modular learning, streamlined updates, and scalable curriculum design.
- Implemented a taxonomy and content structure across the platform, improving searchability, accessibility, and personalized learner experiences.

SaaS Academy Advisors

Customer Education Advisor • Contractor • 02/2025 – 08/2025

- Developed the initial course and foundational framework for the Pleo Partner Academy, a fintech SaaS expense management platform, using modular content strategies to set the team up for scalable success.
- Created a course guide and documentation to support consistent content updates, team adoption, and future scaling, applying learner-centered design to optimize engagement and platform proficiency.

Ghost Robot

Curriculum Strategy, Consultant • 04/2024 – 06/2024

- Developed technical curriculum and content for a Google AI course, collaborating with agency teams to ensure accuracy, clarity, and learner engagement.
- Authored hands-on modules and assessments to translate complex technical concepts into actionable learning experiences.

Contentful

Learning Experience Designer • 08/2021 – 09/2023

- Designed developer paths and certifications, tailoring learning to role-specific competencies and driving adoption.
- Implemented hands-on, practical training modules to reduce ramp time and improve skill adoption across internal and external audiences.
- Partnered with product, engineering, and professional services teams to create accessible, scalable learning materials.
- Developed systems and processes for the Learning Services team and built the team's content development handbook with Contentful.

Independent Contractor

Instructional Designer & Workshop Facilitator • 04/2015 – 08/2021

- Built ILT experiences in collaboration with coaches and subject-matter experts, including curriculum development, user research, pilot program design, and assessment creation.
- Created and facilitated custom workshops for diverse audiences, including Arizona State University, University of Maryland, BUAP, PAHO/WHO, Guyana Press Association, City of Knowledge (Panama), and IVLP groups administered by nonprofit organizations in Washington D.C.

Technical Trainer, MIL Corp • 02/2020 – 07/2020

- Created training for the Office of Digital Strategy and Innovation, International Trade Administration (ITA) on accessibility and compliance best practices for their new platform.
- Designed and delivered internal technical training and 508 compliance and accessibility training for global audiences.

UX Design and Testing Trainer, Imparture • 05/2016 – 12/2019

- Delivered live and virtual UX Design and Testing courses to professionals.
- Developed practical and results-oriented learning experiences that emphasized hands-on practices and real-world examples.

University Of Maryland, Philip Merrill College of Journalism**Adjunct Faculty • 09/2014 – 05/2019**

- Created and delivered a hybrid advanced multimedia journalism course, equipping students with skills in design thinking, content management, and strategic problem-solving.
- Optimized student choice while maintaining a standards-based curriculum by leveraging project-based learning, curated resource lists, and self-assessments.

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 • 06/2025**

Intellum

Figma Training Course • 05/2023

SaaSDesign

Partner from the Start Toolkit (Action Mapping) • 12/2022

action@work by Cathy Moore

Articulate Storyline Certificate • 11/2022

Yukon Learning

Code Foundations Skill Path • 10/2022

Codecademy

SKILLS

Tools: Intellum, Evolve, Articulate Storyline/Rise 360, Camtasia, Clueso, Descript, Adobe Creative Suite, Figma, Canva, Miro, Monday, Airtable, Asana, Contentful

Project & Content Strategy: Content architecture, Course frameworks, Scalable documentation, User Experience (UX) Design and Research, Project Management, Data Analysis, Cross-functional collaboration

Instructional Design & Curriculum Development: Modular content strategy, Certification programs, Assessment design, Training and development, Adaptive learning

Technical & SaaS Platforms: Payment/finance platforms, APIs, Developer tools, LMS, Headless CMS