

Lily Ciric Hoffmann

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Learning Experience Designer & Strategist

Learning Experience Designer and Learning Strategist with 5+ years across technology and SaaS. Blends learning strategy, curriculum architecture, and hands-on design to build scalable learning solutions from the ground up, and connects learning strategy to business priorities.

WORK EXPERIENCE

CapeTalent

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

- Contributed to the design of customer support and partner-facing certification programs, developing curriculum, storyboards, and learning experiences tailored to audience needs and business goals.
- 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 from concept through launch.
- 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.
- Conducted a comprehensive audit of the Mailchimp Partner Certification program, analyzing content architecture data, learner progression, credentialing structure, and program scalability across the certification ecosystem.

SaaS Academy Advisors

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

Help clients create scalable and effective educational experiences.

- Built the foundational course and framework for Pleo Partner Academy from the ground up, establishing a modular content strategy and scalable learning structure without an existing curriculum or framework.
- Applied learner-centered and modular design principles to optimize partner engagement, knowledge retention, and proficiency with Pleo's platform.
- 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 • Contractor • 04/2024 - 06/2024

- Designed a non-technical curriculum and content for a Google AI course for business leaders.
- Authored hands-on modules and assessments to translate complex technical concepts into actionable learning experiences.
- Developed applied assessments to support strategic AI literacy and adoption.

Contentful

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

- Designed scalable learning architectures and certification pathways for technical, non-technical, and partner audiences, supporting learner progression across complex product ecosystems.
- Established standardized content development frameworks, documentation systems, and operational processes to support scalability and governance across the Learning Services team.
- Streamlined and enhanced the onboarding experience, decreasing ramp time by featuring hands-on, engaging, and practical training.
- Collaborated cross-functionally with product, engineering, and professional services teams to structure learning systems aligned to platform adoption and business goals.

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.
- Delivered structured curricula to university, nonprofit, and international audiences.

UX Design and Testing Trainer, Imparture • Teaching • 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.

EDUCATION

B.A. In Journalism • Arizona State University

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

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

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

Adult Learning, Design Thinking, Content Strategy, Content Developer, SAM, ADDIE, Instructional Design, Action Mapping, Adult Learning Theory, LMS Management, Learning Analytics, Adaptive Practice

Tools: Articulate Storyline/Rise, Adobe Creative Suite, Figma, Docebo, Evolve, Intellum, Jira, Camtasia

Curriculum & Instruction: Modular content strategy, Adaptive learning, Assessment design, Certification programs, Training and development, Curriculum lifecycle ownership, Partner education

Content & Program Strategy: Curriculum development, UX design and research, Project management, Data analysis, Learner journey mapping