

## BIBI CANASI

### Instructional Designer | Knowledge Manager | AI in Learning & Ops

Palm Beach Gardens, FL | (561) 379-5382 | [brcanasi@gmail.com](mailto:brcanasi@gmail.com)

Portfolio: [bibicanasi.com](http://bibicanasi.com) | LinkedIn: [linkedin.com/in/bibi-canasi](https://linkedin.com/in/bibi-canasi)

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### Professional Summary

Instructional Designer with 10+ years of experience designing and programming e-learning, instructor-led, and virtual training solutions. Skilled in **Articulate 360 (Storyline, Rise)**, **Adobe Captivate**, and advanced instructional design methodologies to deliver engaging and results-driven learning. Strong background in **variables, triggers, SCORM compliance, LMS administration, and accessibility standards (508/ADA)**. Proven ability to manage **end-to-end projects with SMEs, content development, evaluation, and implementation** while aligning with business goals. Adept at leveraging **AI and structured frameworks** to enhance clarity, efficiency, and learner outcomes.

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### Core Competencies

- Instructional Design & Learning Methodologies
  - E-Learning Development: Articulate 360 (Storyline, Rise), Adobe Captivate
  - Programming: Variables, Triggers, Advanced Actions
  - SCORM 1.2, SCORM 2004, AICC Compliance
  - Multimedia Development: Adobe Creative Suite (Photoshop, Illustrator), Camtasia, Audacity, Vyond
  - Accessibility (508/ADA) Standards
  - LMS Administration: Blackboard, Moodle, Canvas
  - Microsoft Office 365 | Adobe Acrobat
  - Project Management | SME Collaboration | Content Evaluation
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### Professional Experience

## **Knowledge Manager | Ops Readiness Business Analyst**

*Florida Blue – Jacksonville, FL | Oct 2023 – Present*

- Designed and delivered **role-based e-learning and instructor-led training** for 5,000+ users during a knowledge base system rollout.
- Developed **interactive training modules in Storyline** with variables and branching scenarios to support adoption.
- Built a **scalable instructional framework** for content structuring, improving clarity, accessibility, and AI readiness.
- Managed **project timelines, SME collaboration, and cross-functional stakeholder engagement** to ensure successful implementation.
- Conducted **content audits, evaluations, and usability testing** to enhance learning effectiveness.

## **Instructional Designer Intern**

*Davenport University Global – Grand Rapids, MI | May 2024 – Dec 2024*

- Created **web-based courses in Blackboard Ultra** using instructional design principles and multimedia learning theory.
- Designed **knowledge assessments and course evaluations** to measure learning outcomes.
- Programmed course interactions using **variables and triggers in Storyline and Captivate**.
- Partnered with SMEs to design **instructor-led and online modules**, improving course engagement.

## **Member & Group Specialist | SME | New Hire Mentor**

*Florida Blue – Jacksonville, FL | Aug 2020 – Sep 2023*

- Delivered **onboarding and training sessions** for new hires, focusing on process workflows and system tools.
- Contributed to **knowledge base updates and SOP standardization**, ensuring consistent learning resources.

## **Director of Catering Operations & Business Development**

*Carmine's Gourmet Market & Restaurant Group | Jan 2012 – Jan 2020*

- Created **training manuals and onboarding programs** for staff supporting large-scale catering operations.
- Managed **end-to-end projects**, ensuring compliance with regulatory standards and operational readiness.

### **Medical Practice Manager**

*SCI Solutions – Palm Beach Gardens, FL | Jan 2003 – Jan 2010*

- Designed **staff training and development programs** to support multi-practice operations.
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### **Education**

- **M.A. – Instructional Design & Technology (E-Learning)** | University of Central Florida – Dec 2024 | GPA: 3.97
- **MBA – Business Administration** | Nova Southeastern University – Mar 1997
- **B.S. – Administrative Studies** | Nova Southeastern University – Apr 1991