

# GUSTAVO LOPEZ

Instructional Designer & Learning Experience Designer | AI-Assisted Content Development  
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## PROFESSIONAL SUMMARY

Instructional Designer and Learning Experience Designer with experience building onboarding, certification, and product education programs for SaaS organizations, including AI-assisted content systems and interactive, scenario-based learning experiences. Skilled at translating complex technical concepts into learner-centered content that drives adoption and behavior change. Experienced partnering with Product, subject matter experts, and cross-functional stakeholders to design scalable learning content across written, video, and interactive formats, with hands-on use of AI tools and learning analytics throughout the content development workflow.

## CORE SKILLS

Instructional Design - Learning Experience Design - Scenario-Based Learning - Curriculum Development - Adult Learning Principles - Learning Needs Analysis - AI-Assisted Content Development - Technical Writing - Product Education - Certification Programs - eLearning Development - Storyboarding - Cross-Functional Collaboration

## TECHNOLOGY

Articulate 360 (Rise, Storyline) - Skilljar LMS - Adobe Creative Suite (Photoshop, Premiere, Audition) - AI Tools & Prompt Engineering (Claude, ChatGPT) - Google Workspace - Salesforce - Gong - Outreach - Monday.com - Slack - Excel

## PROFESSIONAL EXPERIENCE

### Instructional Designer | Technical Writer — PagerDuty

Aug 2023 – Jan 2026

- Built AI-assisted content systems that reduced content production time by approximately 70%, enabling faster development of training and certification materials.
- Designed onboarding, certification, and product education experiences that helped customers understand the platform faster and achieve value sooner.
- Developed a four-course Runbook Automation learning path and a thirteen-module onboarding program that improved product understanding and operational readiness.
- Created interactive product tours and learning experiences that generated 1,000+ enterprise engagements, drove a 42% increase in trial activation, and contributed to a 275% increase in AIOps demand.
- Monitored onboarding progress and learner engagement using Skilljar, Gong, and Navattic analytics to continuously improve program effectiveness.
- Used Photoshop, Premiere, and Audition to produce visuals, video walkthroughs, and audio for onboarding and certification content.
- Co-administered the Skilljar LMS, sharing course content publishing and platform administration — enrollment, reporting, user permissions — after a staffing gap.
- Facilitated live office hours and product deployment sessions, helping customers apply new features and workflows in real time.
- Partnered with Product, GTM, and technical subject matter experts to translate complex platform capabilities into clear, practical learning content.
- Led localization initiatives and maintained technical accuracy across training and certification assets.

### Senior Sales Enablement Specialist — Peek

Dec 2021 – Aug 2023

- Used Gong conversations, Salesforce data, and stakeholder feedback to identify knowledge gaps and continuously improve learning materials.
- Designed onboarding, product education, and enablement resources that helped customer-facing teams ramp faster and deliver more consistent customer experiences.

- Developed learning content, guides, and training materials that reinforced product knowledge, messaging consistency, and customer communication.
- Partnered with Sales and Marketing to rebuild Outreach sequencing workflows, extending learning content into live GTM process, and tracked adoption using Gong and Outreach data.
- Facilitated recurring team sessions to roll out new processes and reinforce product knowledge in the field.
- Partnered with Product, Marketing, and Sales stakeholders to translate business priorities and customer insights into scalable learning content.
- Built onboarding and product education resources used throughout the employee learning journey, from initial ramp through ongoing development.

### **Business Development Representative — Peek**

Mar 2021 – Nov 2021

- Generated and qualified pipeline through prospecting, account research, and stakeholder engagement.
- Collaborated with Account Executives to support opportunity development and early-stage qualification.
- Developed strong communication skills and a practical understanding of SaaS products, customer discovery, and buyer needs.

### **Passenger Care Executive | Sales Executive — LATAM Airlines**

2014 – 2020

- Managed high-pressure operational situations requiring rapid decision-making, customer communication, and cross-functional coordination.
- Recognized as a top performer in a high-volume sales environment while maintaining strong customer experience standards.
- Balanced operational requirements, customer satisfaction, and business objectives in fast-paced service environments.

### **CERTIFICATIONS**

PagerDuty Responder • PagerDuty Runbook Automation • PagerDuty Foundational • Gong Launch Program Manager  
• HubSpot Sales Enablement • Six Sigma Yellow Belt

### **LANGUAGES**

Spanish (Native) | English (C1) | Portuguese (A2)

### **EDUCATION**

B.A. in Communications — Universidad Católica Cecilio Acosta  
Photography — Escuela de Artes Plásticas Martín Tovar y Tovar