

GUSTAVO LOPEZ

Instructional Designer & Learning Experience Designer | AI-Assisted Content Development

guslopez.enablement@gmail.com | +1 (657) 465-6200 | linkedin.com/in/guslopezgarcia

PROFESSIONAL SUMMARY

Senior Instructional Designer / Learning Experience Designer with 5+ years building onboarding, certification, and product education programs for SaaS organizations. Owns the full lifecycle of AI-assisted content production systems — cutting delivery time from weeks to days — and applies that speed to ship high-volume, high-complexity learning at enterprise scale (20+ course modules, 2 certification/learning paths, 1,000+ enterprise engagements). Partners directly with Product, GTM, and technical SMEs to turn platform complexity into learning that drives measurable adoption, not just completion.

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 and owned an AI-assisted content production system that cut development time from weeks to days, shipping 20+ course modules across 2 enterprise learning paths — a 13-module onboarding program and 4-course certification.
- Engineered the prompt architecture behind that system — embedding curriculum design methodology and PagerDuty/global style standards directly into the workflow — establishing it as the team's production standard, adopted by both fellow Instructional Designers and used to onboard the newest hire.
- 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.
- Architected the module, course, and learning-path hierarchy for the onboarding and certification programs, then aligned Product and technical SMEs to build content within that structure.
- Owned localization end-to-end — running it solo initially, then building out the process with a new ID hire — while maintaining technical accuracy across training and certification assets.
- 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.

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 and enablement content for ENT, MM, SMB, and BDR teams, standardizing new-hire ramp and new workflow adoption across four segments — closing a gap where each team had previously ramped inconsistently with no shared curriculum.
- Translated Gong call insights and Outreach campaign data into quarterly pitch and email updates, adopted org-wide as the working scripts for Sales and BDR reps.
- 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.
- Ran new product and workflow deployment sessions for the sales team, driving adoption of process changes in the field.

- Singlehandedly produced executive-facing multimedia content for company-wide GTM events, including three consecutive years of EOY recap videos with leadership interviews and Revenue Kickoff event production — trusted with high-visibility deliverables outside core enablement scope.

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