

Learning & Development professional with relevant experience in the curriculum development, policies, systems, content moderation, data analysis, compliance and ethnics. Quality engineer-turned-designer with a passion for building quality products and adept at tackling the complex challenges that come with it. Team player with strong interpersonal skills and extensive experience collaborating with diverse teams to launch new products.

Work History

2022 April–
2023 Sep

**Sr. Instructional Designer
Policy Training Development Specialist &
Associate**

TnS-Product Policy-Policy Implementation-APAC
Byte Dance, Tik Tok, Beijing & San Jose

- Collaborated closely with Subject Matter Experts (SMEs) and XFN stakeholders to identify target audience training needs, to build course syllabus, and ensure accuracy and relevance of course content.
- Utilized ADDIE model and multimedia methodology to created, developed & designed eCourse.
- Responsible for the Content pages for eCourses and build assessments and surveys for eCourses.
- Visualized instructional graphics, the user interface and the finished product.
- Gathered course feedback from subject matter experts and stakeholders and created feedback implementation plans.
- Created supporting material/media (audio, video, simulations, role plays, games etc).
- Identified learning and performance objectives for learners and aligned content to them.
- Developed and validated formative and summative assessments for designed learning content.
- Worked with SMEs across multiple teams in Trust and Safety department to design training tailored to specific operational needs in a constantly evolving fast-paced policy environment.
- Developed and implemented LMS strategies.
- Multitasking and prioritizing multiple projects.

ANGELA FU

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Skills

- Team Collaboration & Stress Resistance
- Public Speaking
- Comparison Research
- Mix-method Research Settings
- Statistics/Data Analysis/SPSS
- Graphic Design: Adobe Photoshop/Adobe Spark
- Tableau & Qualtrics
- Multimedia Methodology
- Adult Learning Theories
- Curriculum Development

- Partnered with Platform, XFN stakeholders and global PTD teams to ensure that the design of the product was fit for purpose of effective and efficient cascading of policy knowledge from Policy to Ops.
- Involvement on every step of the way during the whole product development phase, as well as the trial period after version 1.1 had been introduced for pilot experience.
- Prioritized product features requests from Platform, XFN stakeholders and global PTD teams to ensure the development logic and timeline.
- Coordinated weekly meetings with Platform, XFN and global PTD teams and making sure the communication is smooth.
- Created, executed UAT plan and consolidated testing results for product development for multiple phases.
- Strengthened partnership with key stakeholders.

US Sr. Instructional Designer Project Manager

TnS-Product Policy-Regional Policy

Byte Dance, Tik Tok, Mountainview, CA

- Responsible for the development and creation of curriculum and training materials supporting Trust and Safety moderation training programs focused on policy and operations.
- Established style guide for training materials and best practices LMS course structure.
- Created materials to support instructor-led, self-paced e-learning, and blended training initiatives. Focused on both new hire training as well as continuous learning opportunities through ongoing refresher training and newsletters.
- Worked with SMEs across multiple teams in Trust and Safety department to design training tailored to specific operational needs in a constantly evolving fast-paced policy environment.
- Identified opportunities for process improvements and propose and implement solutions to improve workflows for all constituents, including production, editorial product, and other internal teams.

Instructional Design:
ADDIE/SAM

LMS: Moodle, Evolve,
Canvas, Blackboard

E-Learning Tools: Adobe
Captivate/Articulate
360/RISE/ Evolve/Intellum

Video Editing:
Camtasia/Koantic
iMovie/FinalCut/Recording
voice-overs

HTML5 & CSS & JavaScript

Infographic Design: Lucid
Chart/iThoughts

Start-Up Experience

VR in ESL Education

Google Productivity Tools &
Microsoft Office Suite

Apple Productivity Tools:
iBooks/ Keynote/iMovies

Pod Casting:
Livescribe/Audacity

Languages

Native Proficiency in
Mandarin Chinese

Fluent in English

2021 April–
2022 Feb

- Led periodic training sessions for new talent, onboarding them to our best practices for each product type, as well as any editorial considerations specific to their subject areas.
- Worked with Product and other internal teams to provide recommendations for interface design, sequencing of instruction, use of assessments, and online interactive activities.

2020 May –
2020 Dec

Instructional Designer Project Manager

Policy Enforcement-Trust & Safety

Google, YouTube, San Bruno, CA

- Designed, developed and implemented training curriculum using various formats including slide decks, urgent guidance, facilitator guides, storyboards, and e-learning modules.
- Storyboarding, authoring, and developing content for classroom and self-guided training courses using G's learning management system.
- Created micro trainings including video interviews, written content and voiceovers – helped compile trainings using G based software.
- Reviewed and tested current curriculum offerings, providing feedback, technical writing support, and suggestions for improvement.
- Contributed to new curriculum or program ideas - Ability to identify learning gaps and propose creative solutions
- Demonstrated ability to communicate complex concepts concisely and clearly.
- Collaborated with product specialists and policy experts to design and produce engaging trainings that leave high impact on learner performance.
- Contributed to all aspects of training for operations audience, including the analysis, design, development, and delivery of training.
- Designed and developed learning programs across various delivery mediums, including in-person training, remote synchronous training, and online modules.

- Built strong relationships with stakeholders to set and manage expectations and create training video production project plans.
- Acted as lead instructional designer on large projects with clear outcomes, collaborate with other subject matter experts on larger or more ambiguous projects.

2015 May -
2020 June

Instructional Designer E-learning Developer

All Stars Mandarin Center, ASMC, San Francisco, CA

- Developed curriculum and orientation materials for students, parents and staff teachers.
- Designed and developed training content for instructor-led, virtual instructor-led, and e-learning.
- Communicated regularly with Subject Matter Experts (SMEs) proposing innovative learning solutions (e.g. Interactive Video) to support organization needs and advocate for the learner's experience.
- Used the ADDIE model to define and sequence the instructional content.
- Created learning assessments to evaluate the training results of each line of business.
- Collaborated with Teaching & Learning team to organize and conduct consultations with school faculties.
- Trained school faculties how to manage and use LMS (one-on-one consultation or virtual meeting).
- Collected and analyzed data to generate the annual report that summarized the yearly school performance.
- Prepared various training workshops to help faculties get prepared for each school semester.
- Helped students increase learning efficiency by producing innovative learning solutions.
- Re-designed LMS layout to build a more effective communication bridge between school faculties and students.
- Designed a variety of instructional materials for traditional instructor-led courses, online programs,

web-based learning aids or products, and other programs as needed.

- Developed materials for courses based on information provided by subject matter experts and instructors to create the best coursework possible.

2014 Jan-
2020 Jun

Curriculum Developer Bilingual Head Teacher

All Stars Mandarin Center, ASMC, San Francisco, CA

- Developed and executed go-to-market plans and facilitated internal organizational readiness.
- Effectively implemented best training practices and adult learning principles in planning and creation of instructional materials.
- Worked closely with instructors to prepare online materials, content, and tools to facilitate training globally.
- Researched and incorporated current trends and data into standard curriculum for Mandarin, Chinese Brush Painting, Handcraft etc.
- Managed approximately 15 curriculum designs and 5 trainings per academic year.
- Continuously delivered top-quality training documentation, manuals, and tools addressing needs of specific specialists groups such as site coordinators and staff teachers.

2014 Jan –
2020 Jan

Education Program Supervisor

All Stars Mandarin Center, ASMC, San Francisco, CA

- Trained faculty and staff to develop courses in Learning Management System (LMS).
- Planned and coordinated educational events and activities such as professional development meeting, and academic performance show.
- Coordinated with SFUSD & ASMC team in developing project plans for prioritized initiatives.
- Negotiated agreements between employees to clarify misunderstood directions and resolve conflicts affecting performance.
- Managed approximated 30 incoming calls and emails per day from customers.

- Offered data-driven recommendations aligned with overall company strategies and prioritized process improvement initiatives.
- Monitored program enrollment to communicate further needs to marketing team.
- Prepared course schedules and managed classroom staffing requirements for enrollment up to 300 students.
- Designed and implemented educational programs and events such as 10-week mandarin emersion summer camps and teaching and learning workshops

2015 Jan-
2016 Dec

Learning Manager

Enok Horizon start up teaching Inc, San Francisco, CA

- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Arranged advanced interviews between prospective employers and job candidates.
- Worked with recruiting teams and human resources representatives to accomplish hiring objectives.
- Accomplished industry-leading successes for [LinCo](#) customers through [B2B](#) and B2C.

2021 Jan –
2022 Apr

ESOL Instructor/Researcher

College of Alameda, Alameda, CA

2021 Jan –
2022 Apr

ESOL Instructor/Researcher

Laney College, Oakland, CA

2020 Mar –
2020 May

Graduate Assistant/ Research Assistant

University of San Francisco, San Francisco, CA

2020 Mar –
2021 Mar

Independent Tutor/Subject Matter Instructor

Tutor Corps, San Francisco, CA

2015 Jun –
2016 Oct

IEC Coach

Academy of Art University, San Francisco, CA

2014 Jan –
2015 May

Head Teacher Teaching Assistant

City College of San Francisco, San Francisco, CA

Education

2018-08 – **PhD: Education, Learning and Instruction**
2021-05 *University of San Francisco - San Francisco, CA*

2013-08 - **M.A: Education**
2015-05 *University of San Francisco - San Francisco, CA*

2019-08 - **Certificate in Data Analysis;**
2019-05 **Certificate in Educational Technology**
University of San Francisco - San Francisco, CA

2014-04 - **Certificate in Teaching Mandarin**
2014-05 *Confusions Institute - San Francisco, CA*

2009-09 - **B.A: Science, Wild Animals And Nature**
2013-05 **Reserve Management**
University of Northeast Forest - China

Awards & Activities

- Teacher of the Year Award, ASMC. Tutor of the Month Award, USF Learning and Writing Center.
- Attended and Presented CATESOL Conference, Santa Clara & San Francisco.

Publication

Fu, G. (2021). The Effectiveness of Using Multimedia for Teaching Phrasal Verbs in Community-College ESL Classes. Retrieved from <https://repository.usfca.edu/diss/570>

Guohua Fu, Effective Techniques for Teaching Phrasal Verbs to Improve the Communication competence of Chinese English Learners . Riga, Latvia: Scholar's Press, 2015 ISBN: 975-620-2-30421-4

References

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