

Silvia Ramírez Granados

Senior Learning Designer • Cross-Functional Education Strategy

Learning programs and products at scale • Bilingual English / Spanish

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SUMMARY

Senior learning designer and education strategist with 10+ years leading learning programs and products with engineering, product, curriculum, policy, and government teams. Scaled a statewide early childhood program from a 600-family pilot to 60,000+ families, and now designs AI learning tools and faculty programs at NYU. I turn research into decisions that every team can build from.

60,000+ families reached statewide	87% program retention	5,000+ facilitators certified	100,000+ app downloads	400+ NYU faculty in AI literacy programs
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CORE EXPERTISE

Education Strategy & Leadership

- Program strategy and phased rollouts
- Cross-functional and government partnerships
- Budgets, proposals, and stakeholder alignment
- Team supervision and train-the-trainer models

Learning Design

- Curriculum architecture (ADDIE, UDL)
- Online courses, video, eLearning, print
- Onboarding and faculty development
- Accessibility (WCAG)

Research & Evaluation

- UX research and usability testing
- Co-design workshops and focus groups
- Program evaluation with external partners
- Information architecture

EXPERIENCE

UX Researcher & Learning Systems Designer, StudyHelper AI & MindHive

NYU RIDDLE Lab • NSF-funded collaboration across five universities

Mar 2025 – Present

New York, NY

- Lead discovery research and usability testing with instructors and students across five universities, and turn findings into the shared reference that product, engineering, and curriculum teams build from.
- Designed the StudyHelper adoption experience end to end: onboarding strategy, information architecture, user flows, and a faculty resource library.
- Research onboarding for MindHive in partnership with NYU Tandon CUSP.

Instructional Designer & AI Learning Specialist

New York University, Research & Instructional Technology

May 2025 – May 2026

New York, NY

- Designed and led AI literacy programs for 400+ faculty across departments, coordinating content, schedules, and speakers with learning technologists and instructional designers.
- Built interactive guides, video walkthroughs, job aids, and Brightspace onboarding curricula that made faculty self-sufficient.

Learning Design Lead & Curriculum Author, Bebés + Fuertes

Oct 2019 – Jun 2024

Accede Innovación, for the State of Mexico Secretary of Education

Mexico City, Mexico

- Led the learning strategy for a statewide early childhood program, scaling it from a 600-family pilot to 60,000+ families with 87% retention by coordinating policy, engineering, and operations teams, ~300 trainers, and the Secretary of Education.
- Directed a multi-product learning portfolio: a caregiver app with 100,000+ downloads, a Rise 360 course for 1,000+ volunteers, print curricula, and a published book; set requirements with curriculum, media, engineering, and government teams.
- Designed the train-the-trainer model that certified 5,000+ facilitators; supervised a learning designer and three coordinators.
- Aligned government partners, NGOs, and finance and procurement offices on budgets, contracts, and deliverables; authored and presented a multi-product proposal to a governor-elect's transition team.
- Partnered with evaluation teams from Harvard GSE, the Inter-American Development Bank, and the World Bank, and turned Harvard GSE findings into a redesign that brought fathers into the program.

Curriculum & Training Advisor

Jun 2023 – Jan 2024

State of Mexico Secretary of Education

Toluca, Mexico

- Managed production of 100+ early childhood video capsules broadcast on state television during COVID-19, later adapted into a mobile app; designed evaluation measures to refine content between cycles.

Strategic Planner

2016 – May 2018

BESO, Beker/Socialand (acquired by LLYC)

Mexico City, Mexico

- Ran audience research for Santander, Béalos, and Grupo Lala campaigns and turned fieldwork into communication strategy.

Educational Content Designer & Trainer

2014 – 2016

Instituto Mexicano para la Excelencia Educativa A.C. (Excelduc)

Mexico City, Mexico

- Worked with subject matter experts and video production to design and script MOOCs for national programs (Teletón, reaching 500+ parents of children with autism; Béalos) and trained the educators who delivered them.

Early Childhood Education Trainer (volunteer)

2013 – 2014

Catholic Charities, Early Childhood Education Division

Chicago, IL

- Trained classroom staff, directors, and caregivers on dual language learners; led social-emotional training for migrant mothers.

EDUCATION & PUBLICATION

M.A. Learning Technology & Experience Design, NYU Steinhardt · Margretta Von Sothen Scholarship

May 2026

B.S. Psychology, Universidad Iberoamericana, Mexico City

2012 – 2016

Ramírez Granados, S., with Bonilla Rius, E. & Galindo Barba, R. (2023). *Jugar para aprender*. CIDCLI. ISBN 978-607-8797-37-0.

TOOLS & LANGUAGES

Tools & AI: Articulate Rise 360 & Storyline, Brightspace, Canvas, Figma, Canva, Adobe Creative Suite, Claude, Gemini, NotebookLM

Languages: Spanish (native), English (professional fluency)