

Silvia Ramírez Granados

Senior Learning Experience Designer | Curriculum & Learning Products | Bilingual EN/ES
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SUMMARY

Learning experience designer and researcher with 10+ years across learning design and user research. Scaled a statewide early childhood program to 60,000+ families with 87% retention across three cycles, owning its full portfolio — mobile app (100,000+ downloads), online course, published book, and 100+ broadcast video capsules. Currently designs AI literacy programs for 400+ NYU faculty and leads UX research on an NSF-funded AI product used at five universities. M.A. Learning Technology & Experience Design, NYU Steinhardt.

EXPERIENCE

UX Researcher & Learning Systems Designer March 2025 – Present
NYU RIDDLE Lab — StudyHelper AI (NSF-funded, five-university collaboration) New York, NY

- Lead UX research from discovery through delivery for an NSF-funded AI learning product deployed at five universities, translating usability findings into design decisions with the product team.
- Designed onboarding flows, information architecture, and a shared resource library that support faculty adoption across partner institutions.

Instructional Designer & AI Learning Specialist May 2025 – May 2026
New York University — Research & Instructional Technology New York, NY

- Designed and led delivery of AI literacy programs for 400+ faculty, owning the content roadmap, delivery timelines, and coordination with learning technologists.
- Built multimodal learning assets — interactive guides, video walkthroughs, job aids — and Brightspace LMS onboarding curricula that made faculty independent in the platform.

Learning Design Lead & Curriculum Author October 2019 – June 2024
Accede Innovación Consultancy — Bebés + Fuertes Program Mexico City, Mexico

- Scaled Bebés + Fuertes from pilot to statewide delivery across three Mexican states and 60,000+ families — independently evaluated by the Inter-American Development Bank — sustaining 87% retention across three multi-year program cycles.
- Directed the program's product portfolio — mobile app (100,000+ downloads), Articulate Rise 360 onboarding course for 1,000+ volunteers, print curricula, and a published book — iterating on engagement data with curriculum, media, engineering, and government teams.
- Designed a train-the-trainer model that equipped 5,000+ facilitators, and authored and presented a multi-product state education proposal to a governor-elect's transition team.
- Translated and coded program interaction data for a Harvard Graduate School of Education evaluation run by Dr. Catherine Snow's research team, then turned its findings into a redesign that brought fathers into the program through activities built specifically for them.

Curriculum & Training Advisor June 2023 – January 2024
State of Mexico Secretary of Education Toluca, Mexico

- Led production of 100+ early childhood video capsules broadcast on state television during COVID-19 to reach families without reliable internet, later adapted into a companion mobile app.
- Designed evaluation mechanisms to track program effectiveness and gather feedback from participating families.

Strategic Planner 2016 – May 2018
BESO — Beker/Socialand (acquired by LLYC) Mexico City, Mexico

- Ran user and audience research for national brand campaigns — Santander, Béalos, Grupo Lara — translating fieldwork into insights that shaped campaign strategy with creative and marketing teams.

Educational Content Designer & Trainer 2014 – 2016
Instituto Mexicano para la Excelencia Educativa A.C. (Excelduc) Mexico City, Mexico

- Designed and scripted MOOCs and instructional content for national programs including Teletón (500+ parents of children with autism) and Béalos vocational training, and trained the teachers, school leaders, families, and facilitators who delivered them.

SKILLS

Learning Design: Learner-centered experience design, ADDIE/UDL, curriculum architecture, online course development, multi-format content (video, eLearning, interactive, print), train-the-trainer systems, WCAG/W3C accessibility (captions, alt text)

Product & Program: Product ownership, requirements definition, roadmap and phased rollout planning, timeline and milestone management, cross-functional coordination, government and institutional stakeholder management

Research & Evaluation: UX and design research, usability testing, focus group facilitation, program evaluation, engagement and retention measurement, learning-needs analysis

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

Languages: Spanish (native), English (professional fluency) — bilingual design, research, and facilitation

EDUCATION & PUBLICATIONS

M.A. Learning Technology & Experience Design — New York University, 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*. Mexico City: CIDCLI. ISBN 978-607-8797-37-0.