



Laraine Domingo

Capabilities Deck

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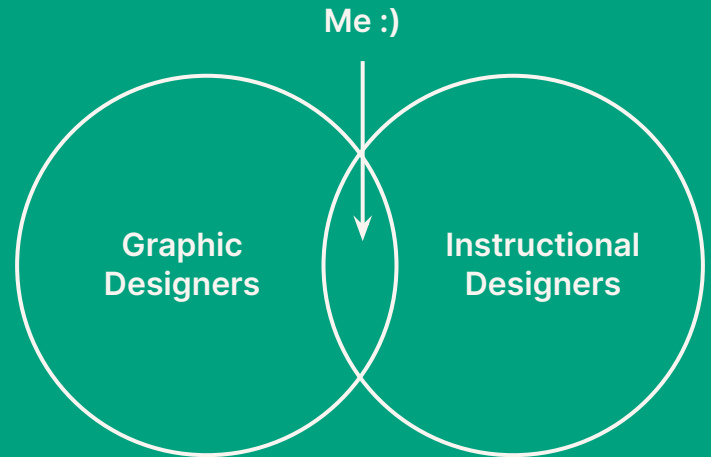
Website: brainoflaraine.com



Hi there, I'm Laraine! I'm a freelance Instructional Designer based in Montreal, Canada.

I started my career off as a Graphic Designer and pivoted to learning experience design after completing a master's degree in Educational Technology.

For the past 5+ years, I've helped several educational businesses and content creators design engaging and effective online courses.





I've had the pleasure of working with:



James + Park





My Services

Online Course Build

I design curricula and courseware for online courses and educational programs.

This includes;

- identifying practical and relevant learning objectives
- designing curriculum strategies and content outlines
- developing learning materials, instructional media, and activities

Curriculum Audit

I analyze an existing course curricula to provide recommendations for improvement.

This includes;

- analyzing student and instructor feedback
- identifying curriculum issues and learning gaps
- proposing easy wins, short-term updates, and long-term redesigns



Work Sample 1: Interactive Learning Activities

To make an online course effective, it needs to be interactive and engaging.

For example, this micro-course about cooking techniques includes a drag-and-drop activity to test prior knowledge before diving into the core content.

Along with engaging learners, this approach promotes knowledge retrieval and retention.

Links:

[Course sample](#)

[Interactive activity](#)

Showcased capabilities:

- Instructional design
- E-learning development
- Interactive learning activities



Work Sample 2: Learning Materials and Job Aids

A job aid is an instructional document designed to help people perform a job or task efficiently.

For example, this Cut Out Toolkit equips novice consultants with “cheat sheets” of common frameworks used in the field.

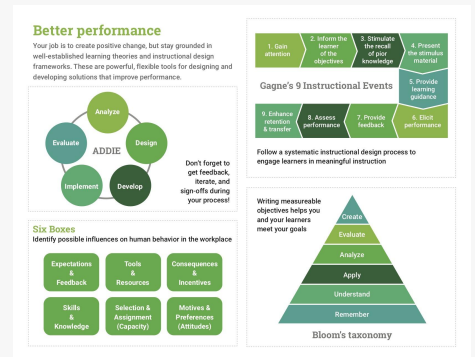
The job aids can be digitally saved or printed out to use during client meetings, pinned to bulletin boards, or kept in a notebook.

Link:

[‘Cut Out Toolkit’ Project](#)

Showcased capabilities:

- Instructional design
- Graphic design
- Job aid / learning material creation





Work Sample 3: Unconventional Learning Experiences

I believe digital learning can go beyond the traditional e-learning module.

For example, I created this educational email series that teaches adult learners about metacognition and how to learn new skills efficiently.

It's set up as an email drip campaign to facilitate spaced learning.

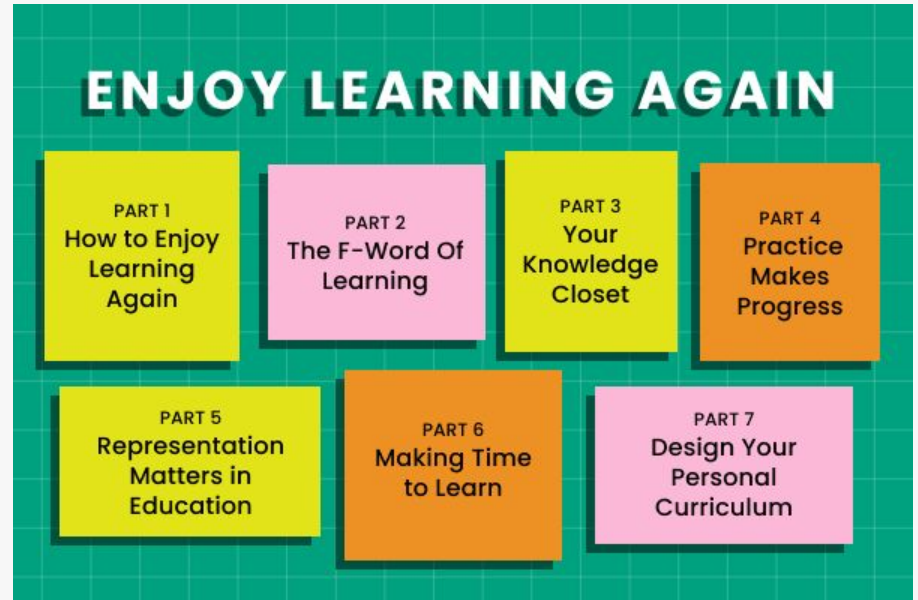
Link:

[ELA Landing Page](#)

[Preview on Medium](#)

Showcased capabilities:

- Educational content writing
- Email course creation





Testimonials

“Laraine is fantastic at what she does. She's extremely knowledgeable and brought so many creative ideas to our course creation project. **From adding an interactive quiz to creating worksheets from scratch, Laraine brought this project to a new level that I never could have imagined on my own.**”

She's also super professional and just a joy to work with. She delivered everything on time, communicated clearly about all project details, and I always looked forward to catching up with her on our calls. As soon as our first project was over, I knew I wanted to hire her for another one! I highly recommend working with Laraine.”



Latasha James

Entrepreneur, Content Creator, and Online Marketing Educator, *James + Park*



Testimonials

“I've had the pleasure of working with Laraine for nearly 2 years at Lighthouse Labs on numerous design projects. Laraine is a gifted Learning Designer who prioritizes the learner's experience. **Her ability to seamlessly blend her deep knowledge of learning principles with creative problem-solving is truly impressive.**”

She excels in managing project timelines and collaborating with subject matter experts. I'm grateful she was by my side while learning React for the first time so that we could create an impactful course together!”



Bethany Bergeron

Senior Learning Experience Designer, *Lighthouse Labs*



Testimonials

“Laraine completed the first phase of a mission critical project with the perfect balance of sense of urgency and attention to detail. **Her ability to bring both copywriting and an eye for design to the project made a huge difference** and we are super grateful for her help and contribution. Thank you Laraine!”



Darlene Lee
Board Director, *Earth Law Center*



Something to keep in mind

How most people learn online:



How learning should be:



@BrainOfLaraine

Looking forward to collaborating with you!

Contact me at brainoflaraine@gmail.com

Visit my website brainoflaraine.com

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[Behance](#)

[Medium](#)