

PRANEETH UDUMULLAGE

Instructional Designer | eLearning Developer | Multimedia Designer

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Portfolio: <https://praneeth-id.netlify.app/>

PROFESSIONAL SUMMARY

Creative professional with 10+ years of experience designing engaging digital content and collaborating with cross-functional teams to deliver high-quality multimedia projects.

Transitioning into Instructional Design with hands-on experience developing scenario-based eLearning in Articulate Storyline 360 and applying instructional design methodologies including ADDIE, SAM, Action Mapping, and adult learning principles. Passionate about designing learner-centered experiences that simplify complex information and improve performance.

CORE SKILLS

Instructional Design: ADDIE • SAM • Action Mapping • Storyboarding • Learning Objectives • Scenario-Based Learning • Adult Learning • Assessment Design

eLearning: Articulate Storyline 360 • PowerPoint • Figma • Canva

Multimedia: Adobe Photoshop • After Effects • Autodesk Maya • Premiere Pro • Audacity

Professional: Stakeholder Collaboration • Visual Communication • Project Management • Quality Assurance • Cross-functional Teamwork

INSTRUCTIONAL DESIGN PROJECT

Leadership Onboarding eLearning Module | Articulate Storyline 360

Designed and developed a scenario-based onboarding module simulating a manager's first 90 days.

Highlights

- Conducted learner analysis and established measurable learning objectives.
- Developed an Action Map, storyboard, and branching scenarios.
- Created interactive knowledge checks with immediate feedback.
- Applied ADDIE, Action Mapping, Mayer's Multimedia Principles, and adult learning strategies.
- Designed custom graphics, interactions, and multimedia assets.

PROFESSIONAL EXPERIENCE

Senior Animator | IOM Studios | 2023–2024

- Collaborated with directors and multidisciplinary teams to translate project requirements into engaging digital experiences.
- Incorporated stakeholder feedback through iterative review cycles to improve quality and consistency.
- Mentored junior artists and maintained production schedules in a fast-paced environment.

Animator | Mainframe Studios | 2021–2023

- Produced high-quality multimedia content while meeting strict production deadlines.
- Worked closely with cross-functional teams to refine creative solutions through continuous feedback.
- Balanced multiple priorities while maintaining quality standards.

Animator | Various Studios | 2015–2021

Guru Studios • Jam Filled Entertainment • Snowball Studios • Elliot Animation

- Designed visual content for nationally recognized animated productions.
- Collaborated with directors, artists, editors, and production teams throughout the development process.
- Applied strong storytelling, organization, and problem-solving skills to consistently deliver high-quality work on schedule.

EDUCATION

Advanced Diploma, Animation

Durham College

Diploma, Visual & Digital Arts

Humber College

PROFESSIONAL DEVELOPMENT

- Articulate Storyline 360
- Instructional Design Foundations
- Adult Learning Theory
- Bloom's Taxonomy
- Mayer's Multimedia Principles