

RUTH EMODE

INSTRUCTIONAL DESIGN PORTFOLIO

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PROFESSIONAL EXPERIENCE

E-Learning Developer, Web Designer & Digital Marketer

Freelance at [Dynamite Sites Inc.](#) | Toronto, ON

August 2020 - Present

- **Designed and developed** an e-learning platform on WordPress for [Miss Ruth's English Podcast](#), featuring ESL skill-building content and teacher training modules focused on pronunciation instruction.
- **Created and delivered** online courses in [WordPress Web Design](#) and [Automation & AI](#) for entrepreneurs and professionals, blending asynchronous multimedia lessons with live workshops for hands-on guidance, assessment, and support.
- **Led multiple concurrent projects**, managing budgets and timelines to deliver high-quality, customized websites, SEO campaigns, and CRM optimizations—while maintaining clear, effective communication with diverse stakeholders
- **Earned consistent praise** through [numerous video and written reviews](#) from satisfied clients and students, highlighting the value and impact of services provided

Professor of ESL and Communications & Instructional Designer

George Brown College & Seneca Polytechnic | Toronto, ON

May 2019 - Present

- **Designed and facilitated** dynamic, collaborative, and scaffolded learning experiences aligned with curriculum goals and institutional standards for over 350 adult learners, resulting in a 10–20% increase in language proficiency. Integrated edtech, gamification, and formative & summative assessments to enhance engagement and outcomes.
- **Collaborated cross-functionally** with colleagues to evaluate instructional effectiveness and implement improvements based on feedback and evidence-based best practices.

English for Academic Purposes (EAP) Instructor & Instructional Designer

York University English Language Institute | Toronto, ON

September 2013 – April 2019

- **Developed, analyzed, and revised** curriculum materials to strengthen academic skills for over 600 learners, contributing to the successful graduation of 300+ international students into their degree programs.
- **Delivered presentations** at workshops and conferences on innovative teaching strategies and tools—such as using rap music to teach pronunciation— for diverse learning styles.
- **Mentored and supervised** new educators in adopting effective instructional strategies and integrating educational technologies to enhance teaching and learning outcomes.

EDUCATION & SKILLS

Multiple Certifications in Instructional Design

Explore on [LinkedIn Profile](#)

ADDIE, SAM, Needs Analysis and more

TESL Diploma (Adult Learning Principles)

Victoria International Academy

August 2012 – December 2012

Master of Arts - English Literature

University of Victoria

September 2011 – April 2013

Bachelor of Arts - English Literature

Queen's University

September 2005 – April 2009

Technical Tools: Articulate Storyline 360, Adobe CC (Captivate, XD, Illustrator, After Effects, etc.), Vyond, LMS (Brightspace, Moodle, Blackboard, etc.), Microsoft & Google Suites, MindMeister & Miro, Videos (Loom, Canva), Web & CRMs (WordPress, Basic HTML and CSS, Elementor, WooCommerce, Zoho, HubSpot), EdTech (H5P, Kahoot, Nearpod), AI (ChatGPT, Magic School, Freepik, OpenArt)