Andrew Thomas Tobey
Multilingual Instructional Designer

Querétaro, Mexico | +52 (477) 121 37 51 | andrewthstobey@gmail.com

in. www.linkedin.com/in/andrewthstobey/

Profile

Multilingual Instructional Designer (English, German, Spanish) passionate about **creating engaging eLearning and multi-modal content** that simplifies complex topics. Experienced in **storytelling**, **developing realistic scenarios**, and **localizing content** to support global audiences. Eager to **explore and adopt AI tools** to enhance learner engagement and improve efficiency. Recognized for **achieving high learner satisfaction, implementing localization workflows, reducing video production time,** and **supporting impactful initiatives**.

Work samples available upon request.

Skills

- **Instructional Design & Development:** Create engaging eLearning and multi-modal content using Articulate Suite (Rise, Storyline) and TechSmith tools (Camtasia, Snagit).
- **Storytelling & Scenario-Based Learning:** Use storytelling and develop realistic scenarios that build confidence, improve performance, and accelerate readiness.
- **Content Localization & Translation:** Native German speaker with native-level English and professional Spanish proficiency. Experienced in adapting content to ensure cultural relevance. Can support French localization projects with translations provided or in collaboration with a French-speaking reviewer.
- **Multimedia & Video Production:** Produce high-quality videos, including storyboarding, scriptwriting, voiceover, and editing, using traditional and AI video development tools.
- **Facilitation & Delivery:** Lead one-to-many webinars and virtual sessions for diverse global audiences, supporting both internal and external customers.
- **Collaboration & Project Management:** Drive cross-functional projects, partner with SMEs, and navigate matrixed environments to deliver strategic, impactful learning solutions.

Work Experience

Samsara Inc., Mexico City, Mexico
Customer Education Specialist (Remote)
June 2023 – Present

- Design, develop, and localize both customer-facing and internal training (eLearning, videos, guides, slide decks), simplifying complex technical and sales content while achieving CSAT scores above 4.5.
- Create story-driven and scenario-based learning to enhance customer readiness.
- Develop and implement cross-functional localization workflows and simplify video production processes, reducing production time by 50%.
- Explore and integrate AI tools (Clueso, ADDIE GPTs) to boost content development and production efficiency.

Educaro GmbH, Düsseldorf, Germany
Course Developer, Content Creator, and Facilitator (Remote)
April 2021 – June 2023

- Developed and delivered general and technical German courses via eLearning and virtual sessions, collaborating with SMEs and software developers.
- Implemented LMS-based educational technology solutions (Moodle LMS) to enhance training effectiveness and adoption.
- Facilitated training and created technical documentation to support technology use for employees and customers.
- Delivered content in English, German, and Spanish within cross-functional, multilingual teams.

Lingoda GmbH, Berlin, Germany
German Instructor, Technical German Instructor (Remote)
March 2020 – June 2023

- Delivered general and technical German courses to thousands of students worldwide, using adaptive teaching methods tailored to diverse language proficiency levels.
- Developed and applied carefully crafted instructional materials and strategies to maximize learner success.
- Delivered personalized feedback supporting student progress and retention.
- Fostered an inclusive learning environment across cultural and educational backgrounds.

Heidelberg Institut, Querétaro, Mexico
German Instructor
August 2018 – March 2021

- Delivered German language training tailored to engineering and IT professionals, emphasizing technical language acquisition.
- Developed specialized curriculum materials to meet technical learners' needs.
- Engaged learners through interactive teaching and personalized guidance.
- Collaborated with instructors to refine course content and delivery.

Biochemistry Center, Heidelberg, Germany
IT Support Specialist (Part-time)
August 2014 – July 2018

- Provided IT support to faculty and students and created technical documentation.
- Facilitated technology adoption through training sessions and one-on-one support.
- Coordinated with academic departments to align technology support with educational needs.
- Maintained and updated technical resources to support ongoing learning initiatives.

Education

Heidelberg University, Heidelberg, Germany
Bachelor of Arts in English Studies and German in Cultural Comparison
October 2014 – January 2019

Specialized in linguistics, technical language, and intercultural communication. Grade: 1.7 GPA (approx. 3.3 US grading system).

Cardiff University, Cardiff, Wales, UK
Bachelor of Arts in Modern Languages (Erasmus Exchange Program)
September 2016 – June 2017

Specialized in translation (German–English, English–German), Spanish language and culture.

Professional Development

- **ID2ID Program, Penn State University & EDUCAUSE**
  Active community collaborator (Engage tier) and peer mentor program completer (Ignite tier), applying best practices in eLearning course design grounded in adult learning and multimedia learning theories.
  September 2022 – Present