

ANDREW ADASME

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Instructional Design | Learning Experience Design: Instructional designer with 10 years in behavior science, creating training that changes on-the-job behavior. Built and delivered staff training and onboarding using task analysis, performance data, and practice-based coaching. Develops performance-focused eLearning in Storyline 360, backed by UX research and user testing.

PROFESSIONAL EXPERIENCE

Optimum ABA, Margate, FL

Staff Training & Development | Behavior Analyst (BCaBA) 2025 – 2026

- Trained and coached 30+ behavior technicians using demonstration, guided practice, and step-by-step skill breakdowns, tailoring instruction to each person's skill gaps to raise procedural fidelity.
- Designed and facilitated a monthly training curriculum for company-wide staff with senior clinicians (SMEs), using real cases as practice scenarios and analyzing performance data to set training priorities and target follow-up coaching.

UX Designer (Internal Tools) 2025 – 2026

- Contributed to the redesign of the company's internal data collection software, interviewing and usability-testing the technicians who used it daily to identify pain points and define priorities for the next release; prototyped screen updates in Figma.

Lotus Behavioral Interventions, Miami, FL

Staff Training & Development | Behavior Analyst (BCaBA) 2021 – 2025

- Built and ran onboarding for new technicians, breaking complex procedures into sequenced, scaffolded steps with hands-on practice and performance checks before independent work.
- Partnered with senior clinicians to analyze performance data and identify training needs, then delivered targeted training on program implementation and professional standards.

Lead Web Designer 2021 – 2025

- Led a research-informed redesign of the company website using competitive analysis, usability reviews, and iterative prototyping, then built a WordPress design system for easier content updates; doubled site traffic and reached first-page ranking for target search terms.

EDUCATION & CERTIFICATIONS

B.A. Psychology | Florida International University, Miami, FL 2018

Board Certified Assistant Behavior Analyst (BCaBA) | BACB 2021

User Experience Design | BrainStation, Miami, FL 2022

PROJECTS & PROFESSIONAL DEVELOPMENT

Ship Shape: Branching-Scenario eLearning | Storyline 360, TalentLMS (see Portfolio) 2026

AI Fluency: Framework & Foundations, Claude 101, Claude Cowork | Anthropic Academy 2026

CORE SKILLS

Behavior & Learning Design: ADDIE, action mapping, scenario-based learning, storyboarding, adult learning theory, curriculum design, needs analysis, SME collaboration, staff training & coaching.

Research & Testing: User & learner interviews, contextual inquiry, usability testing (moderated & unmoderated), heuristic evaluation, hypothesis-driven investigation, data synthesis.

Tools & Platform Administration: Articulate Storyline 360, Figma, Webflow, Claude AI, Microsoft Office Suite, LMS administration (TalentLMS: SCORM upload, enrollment & completion tracking).