

MENGYAO (MICHELLE) CHENG

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SUMMARY

Passionate Instructional Designer with cross-industry experience in learning experience design and training delivery. Specialist in the ADDIE model, adult learning theory, learning sciences, needs analysis, and LMS management. Proven success in improving accessible learning experiences, employee onboarding, and workforce performance.

EDUCATION

University of North Carolina at Chapel Hill Master of Arts in Educational Innovation, Technology, and Entrepreneurship	08/2024 - 08/2026 Chapel Hill, NC
University College London Bachelor of Arts in Education Studies	09/2021 - 07/2024 London, United Kingdom

INTERNSHIP EXPERIENCE

Instructional Design Graduate Assistant UNC Chapel Hill School of Government	11/2025 - Now Chapel Hill, NC
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- Collaborated with faculty to redesign course content and structures on **Canvas LMS**, ensuring pedagogical alignment with learning objectives and **Universal Design for Learning (UDL)** standards.
- Remediated instructional videos, PowerPoints, PDFs, and other digital assets to meet accessibility standards (**Quality Matters & WCAG**), ensuring an inclusive learning experience and screen-reader compatibility.
- Managed the full instructional design lifecycle for a Faculty Orientation Course, from **needs assessment**, learning objective definition, to **storyboarding** and multimedia content creation, standardizing the onboarding process.

Training Specialist Intern TikTok	07/2025 - 08/2025 Shanghai, China
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- Co-developed and iterated TikTok **content distribution mechanisms** by analyzing user posting motivations for enhanced user engagement and social sharing; refined labeling logic through the systematic analysis of edge and ambiguous cases to ensure policy consistency.
- Facilitated **onboarding** and SOP training for human labeling teams in 6 countries; delivered 15+ **virtual sessions** to 42 labelers, raising labeling accuracy from 86% to 95% and optimizing the quality of **AI** training datasets.

Instructional Design Intern Valeris	05/2025 - 07/2025 Morrisville, NC
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- Designed three eLearning courses for customer service agents using **Articulate Rise & Storyline**, covering Patient Support System Guides and Healthcare Provider Collaboration Process; achieved 95%+ learner satisfaction with measurable gains in workforce performance and course retention.
- Collaborated with **subject matter experts in healthcare** to align training content with real-world problem-solving scenarios; integrated interactive blocks, multimedia materials, and assessments, ensuring accessibility compliance.
- Managed the **Learning Management System (LMS)**, including learner enrollments, content upload, configuration, and publishing; analyzed learning progress and grades to refine course design and learner experience.

Instructional Design Intern EdMotion	09/2024 - 05/2025 Cary, NC
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- Designed **K-5 science and math** games grounded in **Bloom's Taxonomy** and **Depth of Knowledge (DOK)** frameworks, supporting interactive scenarios such as sorting, matching, and classification.
- Created **instructional visuals** using Canva and maintained EdMotion's **LMS** by managing educator/admin access and ensuring consistent, high-quality content delivery.
- Developed a **personalized GPT model**, "Standard Sync," to automate alignment between game content and Texas NGSS standards, increasing standard-to-content matching efficiency by 60%+.
- Collaborated with cross-functional teams to integrate ChatGPT and Canva APIs into the LMS; conducted feature testing to streamline content-to-illustration workflows, accelerating course design efficiency by 30%.

SKILLS AND OTHER INFORMATION

Skills: Instructional Design (Articulate Rise & Storyline, Camtasia, Vyond); Graphic Design (Canva, Adobe Creative Suite); User Experience Design (Figma); Data Analysis (SQL, R, SPSS, Excel); Project Management (Asana, Monday)

Publication: "Promoting Autonomy, Competence, and Relatedness in STEM: Design of an AI-based SRL Chatbot," *International Journal of Educational Technology in Higher Education* (Under Review).

Presentation: "The AI Fluency + ADDIE Integrated Framework," SITE Conference (Upcoming, March 2026).