

VERONIKA ONDROVÁ

SENIOR LEARNING EXPERIENCE DESIGNER, PROGRAMME MANAGER & STRATEGIST

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ABOUT ME

With 8+ years in Learning Experience Design, I design and manage scalable end-to-end education programmes that connect business goals, learner needs, data and engaging user experiences. I led key programme workstreams and co-owned technical feature planning for the launch and scaling of Vendor Academy, coordinating stakeholders, priorities and rollout across global audiences. My strength lies in connecting learning strategy, programme management, learner experience and product thinking, while translating complex needs into clear, intuitive and scalable learning solutions. With a background in interior design, graphic design and fine arts, and a strong interest in AI and emerging technologies, I bring strategic thinking, UX awareness, visual storytelling and human-centred design to learning.

CORE EXPERTISE

- Education programme management, planning across technical and programme delivery, with a focus on continuous and measurable improvement
- Content strategy definition, Technical writing, Curriculum creation & Learning operations
- Content creation, Learning needs analysis, SME and cross-functional stakeholder management, and blended learning for global audiences
- Roadmap development, content prioritisation and tracking
- Learning academy development focused on learning journey segmented into personalised learning pathways with certification
- Learning success metrics definition, learning performance analytics and optimisation based on data-driven decision making
- Content governance focused on content quality increase and content staleness reduction
- Learning platform UX/UI and content discoverability
- AI-powered learning solutions pilot, learning operations and workflow automation
- Workshop and webinar design and delivery, including quality assurance and enhancement of externally produced content

WORK EXPERIENCE

AMAZON | Jul 2024 - Jan 2026

Senior Learning Experience Designer

- Led Vendor Academy's adoption programme across 10 EU markets with a focus on Go-To-Market readiness, stakeholder management and multiple workstreams; established its **first global certification programme**, scalable learning pathways and aligned certification standards across teams globally.
- Designed personalised vertical and horizontal learning paths by customer cohort, role, skill level and business goals, **forming the foundation for multiple interconnected learning programmes**.
- Shaped learner experience (LX and UX both) within the proprietary LMS, including a streaming-inspired personalised **landing page**, content discovery logic, learning recommendations, pathways and gamification elements.
- Applied learning analytics and learner feedback to identify needs and content gaps, support data-driven roadmap prioritisation and establish a global stakeholder governance programme to support ongoing content quality and relevance; one workstream increased learning content freshness **from 69% to 82%** through structured content review, prioritisation and stakeholder coordination which resulted in **an increase in learner satisfaction by 2.1%** over two-years.
- **Piloted AI-powered localisation** for multilingual learning content production, with a longer-term vision to automate localisation workflows and scale content updates across global markets.

AMAZON | Jan 2018 - Jun 2024

Learning Experience Designer

- Designed and scaled effective learning solutions for global stakeholders while liaising with multiple retail, product teams and SMEs
- Built a learner engagement funnel to identify content drop-offs and used data-driven completion ratios to improve learning impact.
- Enhanced learning paths and modules with microlearning, videos and infographics to drive engagement
- Led workshops focused on soft-skills and sales & negotiation upskilling

AMAZON | Jun 2017 - Dec 2017

Retail Account Management - Team lead

- Led a team of 6-7 Account Managers, overseeing daily operations, reporting, task planning and performance management.

AMAZON | Jun 2016 - Jan 2018

Retail Account Manager

- Managed vendor accounts for Amazon.de, retention and growth campaigns; led sales and soft-skills development workshops.

ACHILLES INFORMATION LTD | 2015 - 2016

Customer Onboarding & Sales specialist

- New client onboarding into verification pre-paid systems

TOOLS & TECH

AUTHORING & VIDEO

Articulate Storyline	Expert
Articulate Rise	Expert
Articulate Review	Expert
Vyond	Expert
Synthesia	Intermediate
Camtasia	Intermediate

DESIGN & CREATIVE

Adobe Creative Suite (Ps, Ai, Id, Xd, Pr)	Enthusiast to Intermediate
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PROJECT MANAGEMENT

Adobe Workfront
Jira
MS Office

AI & AUTOMATION

ChatGPT (prompting, websites, images)
Make (automation workflows)
Lovable (webpage vibe-coding)
Dreamina, Kapwing (video creation & editing)

EDUCATION

Skillmea | Jul 2026 - Oct 2026

AI & Automation Academy

Prompt engineering, workflow automation, data analysis, AI agents creation and AI strategy

Slovak University of Technology

Master's Degree | Interior Design
Bachelor's Degree | Product Design

Hochschule für Angewandte Wissenschaften

Coburg, Germany | Interior Architecture
Master's Degree - Interior Design; Bachelor's Degree - Product Design

LANGUAGES

Slovak Native | English C1 | German C1 | Russian A2