

Paul Lubo

INSTRUCTIONAL DESIGNER · SCENARIO-BASED ELEARNING, ASSESSMENT & EVALUATION

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SUMMARY

Instructional designer who builds training that changes behavior, not just knowledge. Doctorate in psychology and two decades designing, delivering and evaluating education programs — including building a university testing center, co-authoring a published guide to test-item development, and serving as an appointed accreditation expert evaluating academic programs against federal standards at 23 institutions. I design from the decision backward: map the behavior that moves the business number, build practice for that decision, and measure whether it transferred. Recent work is scenario-based eLearning built end to end in Articulate Storyline 360.

SELECTED PROJECT

Finding the Real Reason — branching sales simulation

Articulate Storyline 360 · designed and built solo · paullubo.com/finding-the-real-reason

- Designed and built a branching simulation teaching showroom salespeople to identify a customer's underlying motive rather than answer the stated request. Objectives written at Bloom's analysis and evaluation levels, which ruled out a quiz format.
- 81 slides, 15 decision points across three customers, 45 written consequences — every wrong reply receives its own in-character answer, so feedback stays inside the story instead of appearing as a verdict.
- 8 variables and roughly 500 trigger references driving customer mood, efficiency scoring and three endings determined by cumulative performance.
- Removed a fail-and-restart rule after recognizing it as a learned-helplessness trap; redesigned so a mistake costs score but never ends the conversation.
- Produced 98 voiced lines through ElevenLabs via a Python pipeline that maps a line table to slide-named audio files. Full build in four days; published as a self-hosted web course, tested on desktop, tablet and phone.

CORE COMPETENCIES

Instructional Design — Action mapping, needs analysis, learning objectives (Bloom's taxonomy), branching scenario design, curriculum and course design, blended and self-paced formats, storyboarding and scripting, content simplification for non-expert audiences.

Assessment & Evaluation — Test-item and instrument development, computer-based testing, evaluation design (Kirkpatrick), learning-data analysis and reporting, program effectiveness measurement, continuous improvement cycles.

Authoring & Tools — Articulate Storyline 360 (variables, states, triggers, slide masters, branching logic), Rise 360, SCORM 1.2 / xAPI, Camtasia, Canva, Figma, Adobe After Effects, Premiere, Python for asset pipelines, ElevenLabs voice production, Microsoft Office, Google Workspace.

Accreditation & Standards — Program evaluation against federal education standards, attestation examinations, compliance review, quality-management systems, documented findings and recommendations.

SME Collaboration & Facilitation — Extracting, structuring and validating content with faculty and industry experts; milestone management across contributors; 17 years of university lecturing, corporate training sessions, recorded lecture series, staff onboarding.

Languages — English, Russian. German (reading).

INSTRUCTIONAL DESIGN & ASSESSMENT EXPERIENCE

Head, Education Quality Monitoring Center

Siberian State Technological University · Krasnoyarsk, Russia · 2004–2006

- Led university-wide academic program evaluation and quality monitoring across all faculties.
- Created and launched the university's Professional Training Testing Center — assessment methodology, item banks, administration procedures and reporting.
- Contributed to establishing the accredited Testing Laboratory and GOST R national-standard Certification Center for Software and Databases: defined testing methodologies and conformity criteria used to certify products.
- Co-authored a published methodological guide for faculty on developing programmatic-didactic test materials — in effect an assessment-design handbook adopted for internal faculty development.

Accreditation Specialist (Invited Expert)

Ministry of Education of the Russian Federation · 2002–2004

- Appointed expert on state attestation commissions for the accreditation of 23 universities across the Urals, Siberia and the Far East.
- Evaluated academic programs in law and economics for compliance with federal education standards.
- Administered and analyzed computer-based attestation testing of students as evidence of program compliance; produced written findings feeding accreditation decisions.

Associate Professor of Psychology; Deputy Dean

Siberian State Technological University · Krasnoyarsk, Russia · 2001–2018

- Designed and delivered curricula in psychology across 17 years — course design, learning objectives, instructional materials, assessments, and revision based on outcome data.
- Built assessments and evaluation instruments and used the results to revise instruction, rather than treating course delivery as the finish line.

- As deputy dean, supervised faculty and administrative staff; managed scheduling, coaching, documentation and program-level reporting.
- Research on attention, error, decision-making and the development of reasoning — the cognitive basis of how adults actually learn. Author of 2 monographs and 15+ peer-reviewed articles.

Marketing Director — Training & Enablement Scope

Union of Professional Realtors · Kaliningrad, Russia · 2018-2022

- Designed and produced a blended training workbook for an organization of 100+ agents, using embedded QR codes as jump points into external resources, valuation tools, chatbots and video.
- Developed and recorded a lecture series covering four core subject areas, plus a recorded course on the in-house CRM, for self-paced use after my departure.
- Wrote the company standards manual and procedure guides; ran live staff training; onboarded and trained two direct replacements to full independence.
- Led a three-person team and managed vendor and contractor relationships.

PUBLICATION

Andrienko, A. V., & Lubochnikov, P. G. (2004). *Development of Programmatic-Didactic Test Materials: A Guide for Teachers*. Krasnoyarsk: Siberian State Technological University.

EDUCATION

Candidate of Psychological Sciences (U.S. Ph.D. equivalent), 2004 — Siberian State Technological University. Dissertation on the psychological mechanisms of reasoning development in cognitive activity.

Docent (Associate Professor academic rank), 2008 — Department of Professional Pedagogy and Psychology.

Master's Degree, Psychological-Pedagogical Education, 2018 — Krasnoyarsk State Pedagogical University.

Specialist Degree with Honors, Social Work, 2001 — Krasnoyarsk State Technological University.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Learning Experience Design — University of Michigan, Coursera. In progress.

State Attestation Methodology (24 hrs), 2004 — Moscow State Institute of Steel and Alloys.

Computer Testing Expert-Technologist (36 hrs), 2003 — Attestation Commission, Russia.

Attestation Testing in Quality Management (72 hrs), 2003 — Siberian State Technological University.

Computer Test Administration (72 hrs), 2003 — Center for Professional Education Testing, Moscow State University of Printing Arts.

Professional Retraining Diplomas — Information Technologies in Education (108 hrs), 2017; Information Technologies, 2003; Pedagogy, 2002.

ADDITIONAL U.S. EXPERIENCE

E-commerce business owner (Amazon FBA/FBM), Illinois, 2023–present — operations, compliance, supplier negotiation, performance reporting.

Home Energy Consultant, IGS Energy, 2024–2025. Maintenance Technician, NIA Restaurant, Chicago, 2023–2024. Authorized to work in the United States.