Stella Cherotich Kitur

Nairobi, Kenya | stellaacherotich@gmail.com | linkedin.com/in/stella-cherotich | stellacherotich.com

SUMMARY

Instructional designer and curriculum engineer with over two years of experience building instructor-led, virtual and self-directed programmes and LMS-ready content for technical and community audiences, and works as a freelance consultant on eLearning solutions. Designs with backward design, Bloom's Taxonomy, Kirkpatrick's four levels and adult learning theory, and uses learner performance data and stakeholder feedback to refresh content. Builds SCORM packages, facilitator materials and quality standards. Certified Assistive Technology Instructional Specialist, completing a Postgraduate Diploma in Learning Design and Technology.

SKILLS

Learning design: Instructional design, Backward design, ADDIE, Bloom's Taxonomy, Kirkpatrick's four levels, Kolb, Adult learning theory, Needs analysis, Assessment design, Scenario-based learning, Storyboarding, Multi-format content

LMS and content tools: Articulate Rise 360, SCORM 1.2, SCORM Cloud, Canvas LMS, Moodle, H5P, Canva, Loom, CodeGrade

Knowledge operations: SOP and playbook development, Facilitator guide design, Curriculum quality assurance, Technical writing

Accessibility: Assistive technologies and accessible content design (TeachAccess certified)

Programme and product: Project management, Product ownership, OKR planning, SME collaboration, Stakeholder management, Agile workflows

Technology: Generative AI tools (Claude, Gemini), Front-end development, Python, SQL, Microsoft Office, Google Workspace

EXPERIENCE

Freelance
Learning Experience Designer Consultant | June 2026 to Present

- Ran a needs analysis and assessment for a client, evaluated five learning platforms against those needs, and recommended moving to Moodle for its support of asynchronous learning and built-in gamification features.
- Served as project manager across the analysis, platform comparison and recommendation.

Moringa School, Nairobi, Kenya
Junior Curriculum Engineer and Product Owner | May 2024 to July 2026

- Ran a Data Analytics Feedback Audit with Technical Mentor interviews and a structured Feedback Matrix to find and close curriculum gaps, and embedded feedback loops that use performance data to improve course content.
- Built QA checklists, pacing plans, SOP documentation, pre-module alignment resources and Canvas LMS content for Technical Mentor teams, standardising delivery across programmes.
- Designed and launched the High School Bootcamp curriculum from zero. Defined learner personas, incorporated multi-stakeholder feedback, structured a two-tier assessment and produced instructor-ready documentation for both tiers.
- Developed a low-data digital literacy course for an NGO client, which led to a multi-year contract renewal.
- Designed and delivered corporate training for three clients in tourism, international development and social enterprise, including over two years of end-to-end curriculum ownership for one long-term client.
- Established and led the Data Science Industry Advisory Council, convening practitioners from three industries; designed the council framework, facilitated the inaugural session and produced the meeting report.
- Owned the curriculum and product roadmap across six programmes (Data Science Bootcamp, Data Analytics, Data Pathways, High School Bootcamp, Flatiron content and corporate training), reaching 450+ learners across full-time and part-time cohorts.

AfterWork, Nairobi, Kenya
Curriculum Engineer Intern | January 2024 to April 2024

- Developed and standardised training materials for data courses, creating facilitator guides that set a delivery benchmark for future instructors.
- Designed and facilitated data-focused community workshops using adult learning principles, achieving a satisfaction rating of 9.3 out of 10, and tracked learner performance metrics to iterate on content across cohorts.

LbE Japan, Fukuoka, Japan
Assistant English Instructor | December 2017 to January 2020

- Designed lesson plans aligned with language benchmarks for groups of 35+ students at varied proficiency levels, with 80% of students meeting their target goals by programme end.

SELECTED PROJECTS

Ask Before You Advise, portfolio project
Self-paced module for financial advisers, built in Articulate Rise 360 | October 2026 | stellacherotich.com/ask-before-you-advise

- Designed a five-minute, mobile-friendly module that teaches an Ask, Probe, Confirm routine for first client meetings, using a fictional insurer and a fictional client.
- Built a process lesson, a tabbed comparison of open, closed and leading questions, a sorting activity, a three-decision scenario with feedback on every option and a four-question knowledge check.
- Exported as a SCORM 1.2 package and tested in SCORM Cloud before publishing.

TryLDT, PGDip capstone project
AI-mediated simulation for ID/LXD career readiness (Nairobi case study) | In progress

- Designing an AI-mediated simulation for career switchers and junior practitioners building readiness for ID/LXD roles, grounded in a learning needs analysis that includes interviews with local practitioners.
- Designing a human-in-the-loop feedback system in which AI drafts feedback against a competency rubric for review and editing before it reaches participants.

VolunTia, Nairobi, Kenya
Volunteer-NGO matching platform | In progress

- Building a platform that connects skilled volunteers with vetted NGOs, authoring volunteer role descriptions and translating user feedback into product requirements.

EDUCATION AND CERTIFICATIONS

Open University of Kenya (in progress)
Postgraduate Diploma in Learning Design and Technology

Zindua School, Nairobi

Product Management

TeachAccess
Certified Assistive Technology Instructional Specialist for People with Disabilities

Moringa School
Data Science and Analytics Nanodegree

Ritsumeikan Asia Pacific University, Japan
BSc in Environment and Development

ADDITIONAL INFORMATION

- Vice Curator, Global Shapers Nairobi Hub. Project Lead for Dining in the Dark, an event that raised over KES 350,000 for disability inclusion awareness, leading a team of 15 and designing the master event operations tracker and stakeholder SOP.