



CV Dorly | Senior AI Enablement & Adoption Specialist

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Senior consultant with 15+ years in learning, enablement, product, and digital transformation.

I design AI adoption programs, translate technical capabilities into practical workflows, create instructional assets, facilitate workshops for mixed audiences, and build prototypes that help teams test value before scaling.

Key Competencies

- **AI adoption strategy:** readiness diagnosis, use case design, and enablement roadmaps
- **Instructional design:** workshops, bootcamps, self-paced courses, blended programs, and facilitator guides — applying adult learning principles end-to-end
- **Technical translation:** across business, leadership, product, and engineering audiences
- **Hands-on prototyping:** with OpenAI API, Groq, AWS Bedrock, n8n, MCP, TypeScript, basic Python, and automation tools
- **Learning operations:** LMS administration, assessments, certifications, adoption metrics, and continuous improvement on Moodle, Canvas, and Articulate 360/Rise
- **Executive materials:** governance rituals, documentation, playbooks, templates, and user guides

Design Approach

1. **Listen before designing** — clarify the real performance gap; if training isn't the answer, say so
2. **Architect the full journey** — design what happens before, during, and after the learning experience
3. **Ground every decision in learning science** — Gagné for sequencing, Bloom for cognitive progression, ARCS for motivation, Cognitive Load Theory for clarity
4. **Build with AI, think like a human** — AI accelerates research, drafting, and tooling; judgment, sequencing, and instructional choices remain mine

Portfolio Highlights



Lapidador

Prompt engineering tutor built with React, TypeScript, AWS, OpenAI, and Groq. Turns rough ideas into structured prompts using 23 documented techniques, with didactic explanations for each decision.



AI Literacy for the Modern Workplace

Bilingual self-paced AI literacy course plus real-time quiz for distributed corporate teams. Built around ADDIE, ADKAR, and Dreyfus progression; reached **97% CSAT**.



AI Daily Briefing

Automated pipeline using n8n, OpenAI API, ElevenLabs, and AWS to collect AI news, generate a podcast script, produce narration, publish transcript, and cite sources.



Humanizador

MCP server integrated with ChatGPT for detecting and rewriting AI markers in Brazilian Portuguese. Built with TypeScript, Zod, Claude via AWS Bedrock, Lambda, API Gateway, DynamoDB, and CloudWatch.

Relevant Experience



Sinergis — Professional Services Freelance Consultant (Nov 2025 – Mar 2026)

- Definition of delivery standards and technical documentation for digital transformation projects, promoting autonomy and knowledge transfer.
- Coordination of technology adoption projects for large corporate clients; preparation of executive materials and governance ceremonies for senior leadership.
- Management of multidisciplinary teams and monitoring of project success indicators.

🌟 **Results:** Built the professional services area from scratch — 7-offering service portfolio with value-ladder pricing, 6-phase implementation methodology (20 artifacts per project). R\$157K enterprise deal closed in 45 days · 167% revenue increase vs. prior year · Team scaled from 1 to 3 · 50% reduction in time on unqualified leads.

Professor Dorly — Consultant in Training, Instructional Design & Enablement (2020 – Present)

- Design and delivery of corporate training programs in productivity, digital tools, async communication, and applied AI, across workshop, bootcamp, self-paced, and blended formats.
 - End-to-end production of instructional materials for **SEDUC/AL** (Alagoas State Dept. of Education) in partnership with **Instituto Salto**: 97-page textbook, printed workbook (13 exercises), 4 workshop scripts + slide decks, 4 lecture scripts, support materials, and an interactive pre-engagement website — for **282 public servants across 102 municipalities**. Designed solo + AI in 2.5 weeks. **NPS 97**.
 - Full-day workshop on **Study Management** for **PUC-Rio / Ganbatte** (2025): curriculum design, 33-slide deck, companion booklet, and personalized pre-workshop diagnostic landing page — grounded in neuroscience and evidence-based learning techniques. **97% CSAT**.
 - Creation of scalable learning assets (templates, toolkits, case studies) and advisory work with leaders on learning needs diagnosis.
- 🌟 **Results:** 50+ clients served, including Leroy Merlin, Citi, BNP Paribas, iFood, Sephora, Mondelez, TJRS, Banco do Brasil, Disney, and Bayer.

Artemisia + Hack Station by Facebook — Enablement Program Designer & Facilitator (2018 – 2021)

- Design and facilitation of enablement programs for entrepreneurs across 10+ acceleration programs and 3 semester-long Facebook cohorts.
 - Development of instructional content for mentoring sessions, workshops, and events on go-to-market strategies and scalability.
 - Structuring of onboarding and engagement processes for a network of **500+ mentors and institutional partners**.
- 🌟 **Results:** High engagement rates and measurable impact on accelerated entrepreneurs.

QEdu — Founding Team, EdTech Startup (2017 – 2018)

- Facilitation of 40+ qualitative research sessions with educators, translating insights into adoption, engagement, documentation, and training strategies.
- Creation of educational content and product documentation that tripled platform adoption within 30 days.
- 🌟 **Results:** Partnerships with education departments of Sobral, Novo Horizonte, Taubaté, and the state of Pará.

Benfeitoria — Co-founder, Crowdfunding Platform (2011 – 2016)

- Creation of Brazil's first online crowdfunding guide and learning paths for project creators, translating complex methodologies into accessible content for thousands of users.
 - Training and advisory support for project creators, including educational materials and learning paths.
- 🌟 **Results:** 250+ funded projects · ~R\$10M raised · Scaled the team from 3 to 15 people.



Tools

- **AI & Automation:** ChatGPT, OpenAI API, Claude, Gemini, Groq, AWS Bedrock, GitHub Copilot, Notion AI, Zapier, Make, n8n, ElevenLabs
- **Technical:** TypeScript, React, APIs, MCP, AWS, basic Python, GitHub, Cursor, Codex, Claude Code, Replit, Lovable
- **Learning & Content:** Articulate 360, Rise, Moodle, TalentLMS, Canvas, Loom, Descript, Canva, Figma, Google Workspace, Microsoft 365
- **Work Management:** Notion, Trello, Jira, ClickUp, Monday, Linear, Miro

Education & Certifications

- **Learning Experience Design** — NovoEd (2025)
- **Notion Certified Admin & Service Specialist** — Notion (2025)
- **Product Marketing Core** — Product Marketing Alliance (2024)
- **How to Build Digital Products** — Product School (2020)
- **How to Build a Startup** — Udacity / Steve Blank (2014)
- **Bachelor's in Public Relations** — FACHA (2013)
- **Technical degree in Mechatronics**

Languages

-  **Portuguese:** Native
-  **English:** Fluent