

Alice Turibio

Profile

AI-focused Learning Experience Designer and marketing automation specialist, with extensive experience designing AI agents and AI-powered learning platforms, workflow automation, and digital transformation. I combine instructional design, UX research, and agile methodologies with hands-on AI systems building to create innovative, effective, and scalable solutions for education and business operations.

Employment History

GRI Institute, Remote — Strategy & Operations Coordinator

March 2025 - Present day

I lead AI-driven strategy and operations initiatives for GRI Institute, including a Claude-powered lead qualification intelligence system (lead-qualifier, lead-scorer, and product-matcher agents), micro-learning platform exploration, and hackathon operations for GRI/Link School of Business, with AI-assisted pitch evaluation frameworks and a React-based evaluator tool.

Staage/Color Made, São Paulo, SP — Education Specialist

March 2024 - March 2026

At Color Made, I work as Head of Education, building new products and AI-powered learning platforms. At Staage, I worked as an education specialist, conducting user research to understand learning needs and expectations for new educational products, and developing launch and marketing strategies for those products.

Escola Conquer, São Paulo, SP — T&D Specialist / Learning Experience Designer / Team Leader

February 2021 - March 2024

Leading a team at Escola Conquer, I was responsible for the development of new educational products end-to-end, from conception to launch, defining backlog, discovery, and delivery using agile methodologies.

Foreducation EdTech, São Paulo, SP — Project Leader

September 2019 - February 2021

At Foreducation EdTech, I worked in educational technology project management, with a focus on innovation and results. My responsibilities included instructional design of training programs, aiming to provide the best learning experience for users.

ICBEU, SJ Campos, SP — Tech Innovation Project Manager / Team Leader / Teacher

May 2014 - September 2019

At ICBEU, I led technology and innovation projects with a focus on improving teaching, and developed online and in-person courses for different learning levels.

Wise Up, SJ Campos, SP / Curitiba, PR — Teacher, R&D Collaborator

April 2010 - May 2014

As a teacher and R&D consultant at Wise Up, I worked on the research and development of innovative teaching materials, and conducted teacher training and development focused on best teaching practices.

Firelight Media Productions, New York, USA — Assistant Production

February 2002 - May 2009

I assisted in all stages of audiovisual production, including filming, editing, and post-production, and translated dialogue for the documentary "Faces of Change."

Education

FATEC CPS — Master's in Professional Education

Escola Conquer — MBA in Strategic Business Management

IDI — Post-Graduation in UX & Learning Design

UNICID — Graduation in Language - Portuguese/English

6Ds — Certificate in Instructional Design

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Skills

AI Agent Development & Workflow Automation

AI-Powered Learning Experience Design

Prompt Engineering & AI Systems Integration

No-Code/Low-Code Development (Lovable, Supabase)

Design Thinking & Design Sprint Facilitation/Training

Project Management

Instructional Design

UX Research & Educational Product Design

Video Editing with Adobe

Educational Technology Training - Google, Microsoft

Certifications

Google Educator Level 1 & 2

Google Innovator

Google Trainer & Coach

Microsoft Innovative Educator

National Geographic Educator

UX Learning Design

6Ds Instructional Design

Languages

Portuguese, English