Jacqueline Bowler

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PhD-trained **instructional designer** and **digital learning strategist** with 10+ years of experience designing engaging, **user-centered learning experiences** across higher education, health care, government, and corporate sectors. Proven expertise in **AI-enhanced learning**, **UX design for education**, and cross-sector digital learning innovation. Skilled in leading remote teams, managing complex learning initiatives, and translating emerging technologies into impactful learning solutions.

Skills & Tools

- E-learning Development (Rise 360, Articulate Storyline, Captivate, SCORM, Moodle, LMS platforms)
- Audiovisual Design (Premiere, After Effects, Ableton Live, ProTools, InDesign)
- AI-enhanced Learning & Prompt Engineering
- Digital Learning Strategy
- UX Research & Principles in Learning
- Project Management
- Learning Analytics
- Information Architecture
- Cultural Insights & Research

Education

PHD in Communication / Rensselaer Polytechnic Institute
Sept 2013 – May 2020
Focus: Audiovisual rhetoric, documentary music

MA in Communication / University of Illinois - Chicago
Sept 2011 – January 2015
Focus: New media technology & the music industry

BA in English / California Polytechnic State University
Sept 2002 – June 2006

Experience

SHSU Online / **Learning Experience Design Manager**
March 2022 – Present / Remote

- Led AI-driven design projects for high-profile clients (Institute of Homeland Security, Texas DSHS), delivering 100+ modules and 25 certificate programs.
- Managed Agile cross-functional teams (up to 30 members)
- Applied AI tools to streamline content creation and scale workflows across 400+ courses on Blackboard Ultra.
- Designed and taught AI prompting and literacy courses for first-generation and government learners.
- Developed AI literacy resources, LLM-based workflows, and UX-driven content for government and healthcare training.
- Created multimedia-rich, interactive learning experiences including podcasts and video aligned with modern ID theory.
- Managed design of AI-driven Paralegal Certificate Program for SHSU Polytechnic initiative.

New York University / **Adjunct Professor**
2021 – 2020 / New York City

Designed & taught "Listening: Sound, Music, Noise" in the Steindhart School of Culture, Education, and Human Development.

St. John's University / **Adjunct Professor**
2017 – 2021 / Queens, NY

Designed & taught "History of Mass Media" and "Multimedia Narrative" in the College of Mass Media.

Rensselaer Polytechnic Institute / **Teaching Assistant**
2014 – 2017 / Troy, NY

Spearheaded the digital tutoring program at the RPI Center for Communication for scientific, engineering, and technical writing.

The Old Town School of Folk Music / **Piano Teacher**
2009 – 2013 / Chicago, IL

As a lead private piano instructor with 25-30 students a week, I specialized in repertoire building, music theory, composition, & jazz.

Mass Ornament Films / **Editorial Assistant**
2012 – 2019 / Chicago, IL

Editorial assistant on award-winning films Needle (Cannes, 2013) and House of Hummingbirds (Tribeca, 2019).