

Jacqueline Bowler

Instructional Design Manager | Curriculum Specialist

Contact

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Summary

Instructional design and learning experience leader with 8+ years building scalable training programs for state agencies, Fortune 500 energy companies, and corporate clients across critical infrastructure and government sectors. Proven expertise in translating complex technical content into engaging learning solutions that drive user adoption, behavior change, and measurable business outcomes. PhD-trained with deep technical acumen and stakeholder management across distributed, cross-functional teams.

Education

PhD in Communication

Rensselaer Polytechnic Institute

Focus: Audiovisual rhetoric;
Film sound & music

MA in Communication

University of Illinois – Chicago

Focus: New media technology &
the music industry

BA in English

University of Illinois – Chicago

Graduated summa cum laude

Work Experience

Learning Experience Design Manager

SHSU Online - Professional Learning | March 2022 – Present

- Built professional learning division as first external hire, serving 20+ external organizations including state agencies and corporations; established client workflows, quality standards, & delivery processes.
- Managed high-profile instructional design projects for Institute of Homeland Security (Emerging technology pathway: quantum computing, AI, blockchain), Quanta Services (Fortune 500 workforce training), & Texas DSHS (state-funded training for 1,000+ healthcare workers on motivational interviewing and AI integration).
- Guided 20+ organizations through state-mandated Genius SIS adoption for Blackboard LMS access, creating training resources and documentation.
- Developed and delivered AI training programs for first-generation college students and faculty SMEs.
- Directed cross-functional team to launch 26-course online Criminal Justice BA program serving 200+ students; created comprehensive development guides & workflow optimization for SMEs, designers, and instructors.
- Developed multimedia-rich eLearning content using Articulate Storyline 360, Rise, Adobe Captivate, Camtasia, Vyond and more.

Adjunct Professor

New York University | 2019 – 2020

Designed & taught upper level undergraduate course "Listening: Sound, Music, Noise." Developed original syllabi and assignments that emphasized critical thinking, advanced research, and writing.

Adjunct Professor

St. John's University | 2017 – 2021

Designed and taught "History of Mass Media" & "Multimedia Narrative" for 90+ students per semester across eight consecutive terms; Delivered courses in-person, fully online, and hybrid formats using Blackboard and Canvas LMS.

Teaching Assistant

RPI Center for Communications | 2014 – 2017

Provided instructional support for engineering, science, & business students on technical writing & graduate-level writing; Collaborated extensively with engineering faculty, translating complex technical concepts into clear communication.

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Competencies

Instructional Design & Learning Development

Customer education program design | External client training | Internal employee training | Software adoption & change management | User onboarding & enablement | SaaS platform training | Certification program development | Self-paced learning design | Knowledge base management | Scenario-based learning | Interactive assessments | Accessibility & WCAG compliance | Blended learning | Curriculum development

Project Management & Leadership

Agile instructional design (ADDIE, SAM) | Cross-functional team leadership | Distributed team coordination | Stakeholder management | Needs analysis | Learning analytics & measurement | ROI analysis | Change management | Organizational development

Industry Expertise

Critical infrastructure & homeland security | Healthcare training & compliance | Energy & oil/gas sector | Government & public sector | Higher education | Multimedia Production

Tech Skills

eLearning Development: Articulate Storyline 360, Articulate Rise, Adobe Captivate, SCORM, Camtasia, Vyond, Canva

Video & Audio Production: Adobe Premiere Pro, Adobe After Effects, Adobe Creative Cloud, Camtasia, Audacity, Podcast production, Pro Tools, Ableton Live, iMovie, Descript

LMS/CMS Platforms: Blackboard, Canvas, Moodle, Genius SIS, Intercom, Workday

Design & Prototyping: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva

Web Technologies: HTML, CSS, WordPress, responsive design

AI & Emerging Tech: Advanced prompt engineering, AI content generation, AI-enhanced learning tools, Google AI Essentials certified

Other Tools: Microsoft Office Suite, Salesforce, project management platforms

Certifications

- AI Essentials Certificate | Google
- Instructional Design Fundamentals | University of Illinois – Urbana Champaign
- Foundations of User Experience (UX) Design | Google
- TEFL Certification | College of Teachers of London

Languages

Spanish: Fluent (Lived and worked in Madrid, Spain for 2 years)

French: Reading proficiency