

# Jacqueline Bowler

Strategic Learning Architect | Learning Experience Design | PhD

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## Professional Summary

Learning Experience Designer with PhD in Communication and 8+ years designing enterprise-wide learning programs that drive organizational transformation and technology adoption. AI-first instructional designer who leverages generative AI tools to accelerate content development while applying adult learning principles to create scalable solutions. Expert at translating complex technical systems—AI, quantum computing, cybersecurity, clinical protocols—into engaging experiences spanning LMS curricula, live facilitation, video content, and performance support tools. Proven success building capability development programs across healthcare, government, and enterprise SaaS environments that deliver measurable business outcomes. Cross-functional collaborator skilled at partnering with Product, Engineering, and Executive stakeholders.

## Work Experience

### Learning Experience Design Manager

SHSU Online - Professional Learning | March 2022 – Present

- Built customer education infrastructure from scratch as first external hire, scaling programs to serve 23,000+ learners across 63 partner organizations including Fortune 500 companies, government agencies, & healthcare sector
- Designed and produced 100+ learning experiences spanning eLearning, blended learning, microlearning, & 50+ instructional videos, leveraging storytelling and real-world scenarios to maximize engagement and knowledge transfer
- Managed enterprise LMS and SIS deployments across multiple platforms (Docebo, Canvas, Blackboard, Moodle, Genius SIS), training clients on system administration, SCORM compliance, and content delivery workflows to ensure optimal user experience and successful adoption
- Led high-profile instructional design projects for Institute of Homeland Security (Emerging technology pathway: quantum computing, AI, blockchain), Quanta Services (Fortune 500 workforce training), and Texas DSHS (state-funded training for 1,000+ healthcare workers featuring role-based clinical scenarios on motivational interviewing and AI integration)
- Developed AI-powered workflows for course design and trained subject matter experts on generative AI applications for rapid prototyping, script generation, and multimedia asset creation
- Implemented data-driven evaluation frameworks tracking completion rates, knowledge retention, and behavioral transfer to continuously optimize content effectiveness and demonstrate ROI to stakeholders

### 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

### 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

### 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

## 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** | Cal Poly – San Luis Obispo, CA | Graduated summa cum laude

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## Competencies

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### Instructional Design & Learning Development

Adult learning theory & instructional design frameworks (ADDIE, SAM, backwards design) | Multi-modal learning design (eLearning, VILT, ILT, blended, microlearning) | Curriculum architecture & learning pathway development | Assessment & evaluation design | Accessibility & inclusive design (ADA/Section 508) | Scenario-based learning & storytelling

### Industry & Domain Expertise

Healthcare & clinical training | Government & critical infrastructure sectors | Enterprise SaaS & technology adoption | Regulated industries & compliance training | B2B customer education & enablement | Emerging technologies (AI, quantum computing, blockchain, cybersecurity)

### Business & Collaboration

Cross-functional partnership (Product, Engineering, Customer Success, SMEs) | Client training & enablement | Stakeholder management & executive communication | Performance consulting & needs analysis | Project portfolio management | Metrics-based ROI demonstration | Agile & iterative development | system translation

## Tech Skills

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**eLearning & Content Authoring:** Articulate Storyline 360 | Articulate Rise | Adobe Captivate | SCORM | Camtasia | Adobe Premiere Pro | Genially | xAPI | ADA | Asana | Compliance

**LMS/Knowledge Management Platforms:** Docebo | Canvas | Blackboard | Moodle | Notion | SharePoint | Intercom | Highspot (exposure) | Workday | Intercom

**AI & Automation:** Advanced prompt engineering (NVIDIA-trained) | AI-powered content generation | LLM-assisted learning design | AI-enhanced authoring workflows | Data Annotation

**Design & Development:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Canva | Figma | CSS | HTML | Wordpress | Additional visual design software

**Business & Collaboration:** Salesforce | Microsoft Office Suite | SharePoint | Project management platforms | Slack | Genius SIS | Notion | Monday.com

**Multimedia Production:** Adobe Creative Cloud | AfterEffects | Audacity | Audio/video editing | Podcast production | Ableton Live | Logic | Descript

## Certifications

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- NVIDIA Deep Learning Institute: Building LLM-Powered Applications (Training)
- AI Essentials Certificate | Google
- Instructional Design Fundamentals | University of Illinois – Urbana Champaign
- Foundations of User Experience (UX) Design | Google

## Languages

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**Spanish:** Lived and worked in Madrid, Spain for 2 years; TEFL certified

**French:** Reading proficiency