

Jacqueline Bowler

LEARNING STRATEGY • CUSTOMER EDUCATION • TECHNOLOGY ADOPTION

🌐 jacquelinebowler.com [in /in/jacquelinebowler](https://in.linkedin.com/in/jacquelinebowler) 📞 (312) 869-0172 ✉ jacquelineannbowler@gmail.com

Learning strategist with a PhD in Communication who helps organizations translate complex technologies into effective learning and enablement experiences. Bringing together technical experts, business stakeholders, and end users, I quickly develop fluency in new domains, synthesize complex information, and build scalable programs, processes, and knowledge ecosystems that drive organizational performance.

EXPERIENCE

Sam Houston State University | Professional Learning Division

March 2022 – Present

Learning Experience Design Manager

Institute of Homeland Security – Critical Infrastructure Security

- Led the iterative development and launch of a 30+ course online Criminal Justice bachelor's degree, directing cross-functional teams and 20+ SMEs while establishing scalable development standards, instructor onboarding, and Blackboard Ultra course architecture.
- Led instructional design for the Emerging Technology Pathway, partnering with the inaugural Director of Emerging Technology at the U.S. Department of Homeland Security to develop workforce training in AI, quantum technologies, distributed ledger technologies (DLT), and other emerging technologies, translating complex technical concepts into engaging learning experiences.

Texas Department of State Health Services

- Designed and launched four statewide continuing education programs serving 1,000+ healthcare professionals in Motivational Interviewing, Vaccine Confidence, Clinical Teaching, and Artificial Intelligence.
- Developed Adobe Captivate simulations and role-based clinical scenarios for three different audiences while consulting with stakeholders on curriculum strategy and assessment design.

Artificial Intelligence Programs

- Redesigned a five-course AI certificate program into a fully asynchronous curriculum covering AI fundamentals, business applications, prompt engineering, and responsible AI.
- Developed AI-powered design workflows and trained subject matter experts to integrate generative AI into research, rapid prototyping, course development, and multimedia production.

Customer Enablement & Learning Operations

- Managed Blackboard Ultra and the Genius registration/SIS platform supporting 23,000+ learners across 63 partner organizations.
- Supported Fortune 500 companies, government agencies, and healthcare organizations through platform administration, client onboarding, and learning operations.
- Trained external partners on LMS/SIS administration, registration workflows, reporting, SCORM-compliant content delivery, and course management to drive successful platform adoption and long-term client success.
- Established standardized course templates, multimedia workflows, accessibility practices, and project management processes that improved quality, consistency, and scalability across concurrent client engagements.

UNIVERSITY TEACHING

St. John's University | *Adjunct Professor*

2017 – 2021

Courses designed and taught: "History of Mass Media" & "Multimedia Narrative"

New York University | *Adjunct Professor*

2019 – 2020

Course designed and taught: "Listening: Sound, Music, Noise"

Jacqueline Bowler

EDUCATION

PhD in Communication | Rensselaer Polytechnic Institute | Troy, NY | Focus: Audiovisual rhetoric; Film Sound Design

MA in Communication | University of Illinois | Chicago, IL | Focus: New Media Technology & the Music Industry

BA in English | California Polytechnic State University | San Luis Obispo, CA | Graduated summa cum laude

EXPERTISE

Technology Enablement & Customer Education

Customer education strategy | Customer onboarding & adoption | Product training | Professional services enablement | Enterprise account enablement | Learning diagnostics | Executive presentations | Instructor-led, virtual, & self-paced learning

Instructional Strategy & Learning Design

Curriculum architecture | Learning pathway design | Performance consulting | Assessment strategy | Scenario-based learning | Accessibility (WCAG/ADA) | Adult learning principles | Multimedia learning experiences

Industry & Technical Expertise

Artificial intelligence | Enterprise SaaS | Healthcare | Government & Public Sector | Emerging technologies (AI, quantum computing, blockchain/DLT) | Cross-functional leadership | Stakeholder management | Change management

TECHNOLOGY

Learning Platforms: Blackboard Ultra | Canvas | Moodle | Docebo | Genius SIS | SharePoint

Content Development: Articulate Storyline 360 | Articulate Rise | Adobe Captivate | Genially | SCORM | xAPI

AI & Automation: Advanced prompt engineering | AI-assisted content development | LLM workflows

Multimedia & Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Camtasia | Descript | Figma | Canva

Collaboration & Productivity: Microsoft 365 | Asana | Salesforce | Slack | Monday.com | Google Workspace | Notion

CERTIFICATIONS

NVIDIA Deep Learning Institute: Building LLM-Powered Applications (Training)

Google: AI Essentials | Foundations of User Experience (UX) Design

University of Illinois – Urbana Champaign: Instructional Design Fundamentals

LANGUAGES

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

French: Reading proficiency