SHAWNA STUSHNOFF

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INSTRUCTIONAL DESIGN LEADER | PROJECT MANAGEMENT | STRATEGIC LEARNING SOLUTIONS | TRAINING & EDUCATION

STRENGTHS: LEARNER – ACHIEVER – RELATOR – FUTURISTIC – SELF-ASSURANCE

PROFESSIONAL SUMMARY

Strategic Instructional Designer and AI Innovation Leader with 10+ years designing engaging, effective learning solutions and 20+ years in operations management specializing in customer education and enablement programs that drive user activation, adoption, and retention through scalable learning systems. Specialized in onboarding program design, operational training, and translating business priorities into scalable learning experiences. Expert in building scalable training programs, leading cultural transformation through learning initiatives, and developing AI-powered educational tools. Proven success creating organization-wide assessment frameworks, designing onboarding programs, and managing cross-functional learning projects. Strong technical proficiency in Articulate 360, Camtasia, SharePoint, Creative Cloud, data analytics, and AI integration for learning design. Passionate about coaching design teams and expanding the value instructional design brings to organizations.

CORE COMPETENCIES

- AI Learning Curriculum Design & Innovation Leadership
- Onboarding Program Development & Cultural Transformation
- Strategic Communications & Brand Stewardship
- Learning Analytics & Data-Driven Decision Making (PowerBI, QuickBase)
- Customer Education & Enablement Strategy
- Content Intake & Distribution Systems
- Stakeholder Engagement & Advisory Partnership
- Onboarding & Leadership Development Program Design
- Operational Training & Performance Support

TECHNICAL SKILLS

- Articulate 360: Storyline (5+ years) | Rise (5+ years)
- Video Production: Camtasia (5+ years) | Adobe Premiere Pro (3+ years) | Audacity
- Content Management: SharePoint (5+ years) | Canvas LMS (5+ years)
- Design Tools: Canva (3+ years) | Adobe Creative Suite | Vyond | Genial.ly | Camtasia |
- Analytics: PowerBI | QuickBase | Microsoft Excel
- AI Tools: Claude/ChatGPT/Copilot/Gemini | Midjourney | ElevenLabs | Vidnoz | Speechma

Learning Technology • Customer Service • Team Building • Project Management • Data Analysis
Leadership • Agile Development • Serious Games • Interdepartmental Collaboration

PROFESSIONAL EXPERIENCE

New Mexico State University / Senior ID & Outcomes and Assessment Manager   *October 2022-present*

- Onboarding & Faculty Development: SME collaboration in Course Design Institute—a 12-week program guiding faculty through course development. Achieved 20+ Quality Matters-certified courses. Created onboarding materials, professional development resources, and ongoing coaching systems.

- AI Innovation & Enterprise Learning: Serve as AI Innovation Leader, developing strategic AI learning curricula and tools for 100+ faculty. Created PAGE (Practice Activity Generator) and Infographic Architect— interactive applications teaching ethical AI collaboration. Present workshops on AI-powered rapid tool development and facilitate organizational AI adoption.

- Program Leadership & Cultural Transformation: Built end-to-end Outcomes & Assessment program from scratch in a fast-moving, ambiguous environment, establishing frameworks for 21 degree programs to measure student mastery. Partner with department heads and faculty across disciplines to align program outcomes with course objectives, creating facilitator guides, assessment tools, and data-informed curricular improvements.

- Content Systems & Workflow Design: Established scalable intake and distribution systems for customer education including consultation request workflows for Outcomes & Assessment preparation, automated PowerBI dashboard distribution for program data access, and recurring professional development content delivery through email campaigns and podcast channels serving 100+ faculty stakeholders.
- Customer Education Strategy & Metrics: Created 10-episode podcast and faculty development enablement content. Built PowerBI dashboards tracking activation, usage, and retention metrics visualizing outcome data. Established content intake and distribution systems for program-wide initiatives.
- Data Analytics & Reporting: Built PowerBI dashboards visualizing program outcome data across disciplines. Created tracking systems in QuickBase monitoring faculty development progress, course completion rates, and quality metrics. Generate regular leadership reports supporting strategic planning.
- Technical Training Development: Design interactive learning experiences using Articulate Storyline and Rise, develop video content with Camtasia and Premiere Pro, manage course content in SharePoint and Canvas LMS, and create branded learning materials with Canva and Adobe Creative Suite.

University of Colorado, Boulder, CO / Training Coordinator & Project Manager   *October 2014-December 2023*
- Led digital transformation of Supervisor Safety Training during COVID-19, **collaborating with cross-functional teams** including HR, Environmental Health & Safety, and department leadership to transition 6-week classroom program to virtual delivery Designed engagement strategies, created facilitator resources, and managed change management for supervisors unfamiliar with online learning.
- Transformed 120-page policy manual into interactive microlearning courses using Articulate Storyline and developed comprehensive facilitator guides, participant materials, and on-the-job resources. Created gamified assessments and scenario-based learning, reducing training time by 60% while improving knowledge retention in fast-moving operational environments.
- Designed onboarding program for GED mentorship initiative, securing grant funding and managing program logistics. Collaborated with university leadership and Inclusive Excellence Committee to create accessible learning pathways for frontline staff.
- Created training videos, job aids, and knowledge base resources using Camtasia, Vyond, and Doodly. Managed SharePoint sites for department communications and resource libraries.
- Supervised operations team of 12 direct reports, managing performance, conducting needs assessments, and developing individualized coaching plans. Maintained safety culture through consistent training delivery and performance tracking.

Wendelken Studio of Musical Arts, Tampa FL / Curriculum Developer & Instructor   *September 2011-May 2016*
Designed comprehensive 3-level curriculum applying instructional design best practices and learning science • Achieved measurable results: 1.5 grade-level improvement on standardized exams through evidence-based instructional strategies • Pioneered transition from classroom to online delivery in 2014, demonstrating early adoption of e-learning methodologies • Selected and aligned delivery methods to desired learning outcomes, balancing effectiveness with learner needs

Additional Experience: Operations Management & Team leadership   *1987 - 2014*
Led cross-functional teams and managed complex projects including 90-location merger integration and business restructuring • Delivered measurable ROI through process improvements (20-50% efficiency gains) and change management initiatives • Served as trainer and onboarding specialist, developing training programs and coaching team members • Managed software implementations and technology adoption across organizations

Organizations: Advantage Waypoint, Ronald Wolfe & Associates, Dynamic Title Services, Northwest Airlines

EDUCATION, PROFESSIONAL ASSOCIATIONS & OTHER

MA, Learning Design & Technology, *Adult Education & Instructional Design*, University of Colorado Denver
B.Sc., Communications/Advertising, *Minors: Business Administration/German/Library Science*, Concordia College

CERTIFICATIONS & PROFESSIONAL AFFILIATIONS
- **Quality Matters Master Reviewer**, November 2024
- **Sententia Gamification Journeyman**
- **Certified Professional in Training Management (CPTM)**, 2022