BRITTANY AKINMADE

Senior Instructional Designer | Learning Strategist | Performance-Driven Design

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PROFESSIONAL SUMMARY

Senior Instructional Designer and Learning Strategist with 9 years of experience translating organizational performance gaps into scalable learning ecosystems and performance solutions that improve onboarding, accelerate system adoption, and strengthen operational efficiency. Known for partnering with cross-functional stakeholders to align learning strategy with business outcomes, using data, UX-driven design, and modern learning technologies to deliver measurable performance improvements across enterprise environments.

CORE SKILLS

Learning Strategy: Performance consulting, Learning experience design (LXD), Onboarding, Mobile learning, Adult learning theory, ADDIE, SAM, Backward design, Scenario-based learning, Microlearning

Design & Development: Blended learning design, Bloom's Taxonomy, Assessment design, Instructional videos, Job aids, Storyboarding

Technology: Articulate Storyline, Articulate Rise, Camtasia, AI tools (ChatGPT, Claude, Mindsmith, Speechify), Canva, Frame.io, SCORM, LMS administration (Cornerstone, SAP SuccessFactors, Canvas), Microsoft Office, Google Suite

Regulatory & Compliance: Healthcare Training, OSHA Compliance, HIPAA Compliance, Regulatory Compliance Training

Data & Evaluation: Needs analysis, Learning analytics, Performance metrics, Quality assurance

Leadership: Stakeholder management, Change management, Organizational change enablement, Program leadership, SME management, Cross-functional collaboration

PROFESSIONAL EXPERIENCE

Learning Design Consultant (Contract)

August 2026 to Present

Core Acceleration Consulting | Remote

- Design and build branded, SCORM-compliant eLearning for franchise and association clients in Articulate Rise.
- Scripted a 12-module video-based certificate program, teaching 150+ trade terms through learner questions and real-world context.
- Built a multi-module sales course in Rise and designed accompanying learner worksheets aligned to client brand.
- Collaborate with video editors on structured review workflows and use AI tools (ChatGPT, Claude) to speed scripting with human quality control.

Instructional Designer & eLearning Consultant

January 2025 to July 2026

Evolution Instructional Design LLC | Addison, TX

- Design and develop custom eLearning and performance support solutions for business and entrepreneur clients using Articulate Rise, Storyline, and AI-assisted tools.
- Build client-facing prototypes and branded learning assets, managing projects independently from discovery through delivery.
- Developed an AI-powered chatbot demo integrating conversational design with client branding and user experience.
- Leverage AI tools for rapid prototyping and content development while maintaining human-centered quality and instructional integrity.

Instructional Designer | LMS Administrator

January 2022 to December 2024

Global Medical Response | Lewisville, TX

- Partnered with stakeholders across 7 business units to align learning initiatives with enterprise operational priorities and performance goals.
- Conducted needs analyses to diagnose performance gaps, identifying root causes related to system adoption and workflow breakdowns and informing targeted learning solutions.
- Led the transition from Lectora to Articulate Storyline and Rise, establishing new development standards that improved efficiency and elevated the quality of learning experiences.

- Supported enterprise LMS migration (SuccessFactors to Cornerstone) by creating transition resources and adoption strategies that minimized disruption and improved user experience.
- Redesigned compliance and HIPAA training using microlearning and test-out strategies, reducing redundant training time while improving learner satisfaction and accessibility.
- Developed and implemented 20+ SCORM-compliant learning solutions within Cornerstone LMS, aligning training initiatives with business goals and workforce performance needs.
- Conducted quality assurance reviews for 28+ digital learning modules, improving learner satisfaction scores by 36% and reducing post-launch revisions.

Training and Development Specialist | Instructor July 2019 to July 2021
Arlington ISD | Arlington, TX

- Partnered with instructional leaders to identify performance gaps and recommend solutions that improved educator effectiveness and technology adoption.
- Designed and launched a virtual onboarding program that reduced ramp-up time by 30%, improved consistency in new instructor training, and created a scalable system for ongoing learning and support.
- Developed certification-aligned training materials and job aids, contributing to a 100% pass rate on state licensure exams.
- Delivered targeted training and support resources that reduced technology-related support requests by 20% and improved operational efficiency.
- Introduced gamified digital learning strategies, increasing engagement and knowledge retention by 50%.

Project Coordinator - Permitting and Operations February 2018 to July 2019
Nexius | Coppell, TX

- Identified process inefficiencies and implemented a tracking system that reduced delays by 6 days and improved visibility for stakeholders.
- Developed 12 onboarding and enablement resources that reduced ramp-up time by 75%.
- Tracked and reported on 60+ project KPIs to senior stakeholders, ensuring change efforts met regulatory, operational, and timing benchmarks.
- Streamlined workflows with remote and cross-functional teams, improving project alignment and maintaining a 95% on-time completion rate to ensure customer satisfaction.

Project Coordinator - Training and Operations September 2017 to December 2017
American Heart Association | Dallas, TX

- Coordinated a large-scale training rollout, accelerating delivery by 33% through structured planning and stakeholder alignment.
- Delivered post-implementation analysis for 200+ learners, identifying performance trends and improvement opportunities.
- Managed 6 concurrent projects, ensuring on-time delivery of milestones and stakeholder alignment.
- Designed a cost-saving process improvement solution that yielded $3,000 in savings.

EDUCATION

Instructional Designer & eLearning Developer, IDOL Courses Academy December 2021
Bachelor of Arts in Business Administration, University of Texas at Arlington December 2016
Camtasia Essential Training, LinkedIn Learning October 2021