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# ERIN SPRINGER

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Overland Park, KS 66210 ♦ 469.900.7896 ♦ erin@erinmichelledesigngroup.com ♦ WWW: www.erinmichelledesigngroup.com ♦ WWW: www.linkedin.com/in/erin-m-springer

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## PROFESSIONAL SUMMARY

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Dynamic Senior Learning Experience Designer and Technical Training Strategist with over 15 years of expertise in crafting scalable instructional programs and managing projects across diverse sectors, including engineering, architecture, finance, banking, and retail. Proficient in defining learning objectives and collaborating with subject matter experts to create engaging instructional materials tailored for cloud infrastructure, data center operations, and enterprise onboarding. Demonstrated success in leading cross-functional teams to transform complex workflows into intuitive learning experiences, driving behavior change through innovative learning ecosystems that encompass self-led eLearning, instructor-led sessions, and on-the-job training. Advocates for team collaboration and creative problem-solving, consistently delivering high-quality design solutions that meet client needs while adapting to dynamic project requirements.

## SKILLS & KNOWLEDGE

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- Accessibility & Inclusive Design
- Adobe Creative Cloud Applications
- Agile Program Management
- Articulate Rise & Storyline
- Camtasia
- Communication
- Compliance & Regulatory Awareness
- Executive Messaging
- Instructional Design
- Microsoft 365
- Multimedia Design
- Problem Solving
- Sharepoint
- Synthesia
- Training Programs
- Video editing
- Vyond
- Web Design
- ADDIE model expertise
- Adult Learning Theory
- AI Authoring Tools
- Behavioral Learning
- Canva
- Cross-functional Collaboration
- Curriculum Development
- GenAI
- LMS/CMS Platforms
- Metrics & Performance Evaluation
- PremierePro
- Project & Budget Management
- Stakeholder Engagement
- Technical Writing
- UX/UI Learning Experience Design
- Visual Communication
- Web Based Training
- Wordpress

## WORK HISTORY

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### Learning Design Specialist, 03/2025 - Current

#### HNTB – Kansas City, MO

- Designed and developed, enterprise-wide high-impact e-learning modules—including OSHA Heat Illness Prevention, annual Cybersecurity awareness, and annual quality manager courses—using Articulate Storyline, Rise, Canva, Synthesia, Vyond, & Adobe Creative Cloud.
- Delivered innovative learning solutions for firm-wide project managers, increasing operational efficiency and improving client satisfaction.
- Collaborated with subject matter experts to ensure instructional accuracy, regulatory compliance, & alignment with organizational goals.
- Partnered with cross-functional teams to integrate learning design into major initiatives, including project manager, quality manager, and compliance training programs.
- Led design reviews to ensure adherence to industry standards, accessibility guidelines, and instructional design best practices.
- Mentored junior designers and interns, fostering skill development and cultivating a collaborative creative culture.
- Facilitated training sessions on emerging learning technologies, instructional methodologies, and compliance-driven learning strategies.
- Utilized advanced design tools to create detailed design plans, improving precision and reducing execution errors.
- Increased team productivity by streamlining workflows, developing reusable templates, and implementing efficient design methodologies.
- Conducted end-to-end project analyses to identify areas for improvement and recommend strategic refinements.
- Implemented assessment strategies to measure learner progress and optimize instructional effectiveness, especially in compliance-sensitive content.
- Built strong internal client relationships by translating business and regulatory needs into effective learning solutions.
- Led collaborative brainstorming sessions to generate innovative product concepts and instructional approaches.
- Provided expert guidance on project and operational challenges, ensuring smooth, compliant, and timely project execution.

- Designed visual assets for social marketing campaigns, enhancing brand awareness and engagement.
- Managed multiple concurrent projects, consistently delivering high-quality results within deadlines.
- Improved user satisfaction by creating intuitive, user-centered interfaces that reduced cognitive load and enhanced learning.
- Evaluated existing learning products and recommended functional, visual, and compliance-related enhancements to maximize impact.

**Senior Instructional Design Consultant, 03/2024 - 03/2025**

**LPL Financial** – Fort Worth, TX

- Directed the design and project management of enterprise-wide training programs for LPL Financial and incoming Prudential employees, ensuring seamless knowledge transfer during large-scale transitions.
- Produced over 20 scalable digital learning experiences and interactive FINRA-aligned compliance courses that met regulatory standards and boosted employee engagement.
- Collaborated with cross-functional teams to ensure all training solutions aligned with business goals, industry standards, and compliance requirements.
- Led the development of high-impact eLearning modules focused on learner retention, engagement, and performance.
- Partnered with subject matter experts to ensure training content accuracy, relevance, and alignment with organizational objectives.
- Applied instructional design methodologies, including ADDIE and SAM, to create effective, user-centered learning experiences.
- Conducted needs analyses to identify knowledge and skill gaps, shaping targeted training initiatives.
- Implemented continuous improvement cycles using learner feedback to refine programs and enhance outcomes.
- Integrated multimedia and interactive elements to increase participation, retention, and overall learning impact.
- Developed strong client relationships through clear communication, collaboration, and consistent delivery of value.
- Improved existing training materials by identifying opportunities for optimization and streamlining content.
- Coordinated closely with management teams to align learning initiatives with business priorities and workforce development needs.
- Presented project updates and strategic recommendations to stakeholders, ensuring transparency and informed decision-making.
- Managed multiple high-priority projects simultaneously, consistently meeting deadlines and quality standards.
- Leveraged emerging technologies to elevate instructional design and maintain alignment with evolving industry trends.
- Designed and delivered custom eLearning solutions that improved performance, knowledge retention, and learner satisfaction.

**Senior Instructional Designer, 03/2021 - 03/2024**

**Pennymac** – Fort Worth, TX

- Demonstrated creative leadership across divisional and company-wide initiatives, including employee and leadership training programs, compliance focused courses, engagement efforts, employee awards, and internal communications.
- Led end-to-end design and production of digital learning platforms and weekly leadership communications for 500+ call center managers, integrating training topics, recognition, resource guides, and operational updates.
- Designed and managed a divisional website serving 2,000+ employees, featuring leadership videos, interactive learning content, engagement initiatives, and centralized communications.
- Directed scalable content production for recognition and awards programs, delivering high-quality videos, presentations, and branded assets.
- Spearheaded major digital migration initiatives, including CMS redesigns, content strategy, documentation systems, and archival workflows.
- Designed and delivered manager and employee training programs—including the SUMMIT leadership series and analyst onboarding—anchored in adult learning theory and behavioral outcomes.
- Developed and facilitated leadership development programs for mid-level managers, emphasizing soft skills, behavioral learning, and performance growth.
- Oversaw an offshore creative team, managing training, design execution, video production, and delivery timelines to maintain high-quality output.
- Led cross-functional project management and creative production for annual career development events, producing webinars, toolkits, and learning experiences.
- Served as design lead for divisional events and training initiatives, creating logos, infographics, instructional videos, and digital course materials in alignment with brand and accessibility standards.
- Conducted needs assessments to identify skill gaps and shape targeted instructional strategies.
- Analyzed learner feedback and performance data to refine course materials and drive continuous improvement.
- Led cross-functional project management and creative production for annual career development events, producing webinars, toolkits, and learning experiences.
- Served as design lead for divisional events and training initiatives, creating logos, infographics, instructional videos, and digital course materials in alignment with brand and accessibility standards.
- Conducted needs assessments to identify skill gaps and shape targeted instructional strategies.
- Analyzed learner feedback and performance data to refine course materials and drive continuous improvement.

**Education & Engagement Specialist, 12/2016 - 06/2020**

**Pier 1 Imports** – Fort Worth, TX

- Created and published monthly training guides on trends, products, and associate behavior for global store employees, managing publication budget and partnerships with internal and external stakeholders.
- Managed employee incentive programs focused on credit acquisition, sales, and performance metrics, including budget management, collaboration with external partners, data reporting, and communication of results to Executive and store teams.
- Led quarterly and annual awards programs for Regional Managers and store employees, overseeing budget, award procurement, and communications with senior leadership.

- Cultivated customer relationships through personalized service and engagement techniques.
- Developed and implemented in-store promotional events to enhance customer experience.
- Assisted in training new staff on product knowledge and customer interaction best practices.
- Collaborated with cross-functional teams to execute marketing initiatives effectively.
- Streamlined communication processes between departments to enhance operational efficiency.
- Coordinated with other departments within the organization when necessary, fostering an environment of collaboration towards shared objectives related to customer success.
- Collaborated with cross-functional teams to develop innovative strategies for improving customer engagement.
- Proactively identified potential challenges or roadblocks and devised strategies for overcoming them, ensuring project success.
- Contributed ideas during brainstorming sessions aimed at enhancing overall customer experience through innovative approaches to engagement initiatives.

**Manager**, 07/2015 - 12/2016

**Blue Pomegranate Gallery** – Southlake, TX

- Created and training staff on trends, products, and associate behavior for store employees, managing ordering budget, and artist partnerships.
- Led local events with community and store employees, overseeing budget, organizing speakers, and connecting with city leadership.
- Oversaw daily gallery operations, ensuring compliance with artistic standards and customer service excellence.
- Developed strategic marketing initiatives to enhance gallery visibility and attract diverse clientele.
- Managed art inventory, implementing efficient tracking systems for artwork movements and sales.
- Led team training sessions to improve staff knowledge of contemporary art trends and customer engagement techniques.
- Facilitated partnerships with local artists, fostering community relationships and collaborative exhibitions.
- Streamlined administrative processes, improving operational efficiency across various gallery functions and services.
- Managed and motivated employees to be productive and engaged in work.

**Global Instructional Designer, Training Specialist**, 02/2011 - 10/2015

**Fossil Group** – Richardson, TX

- Supported Global Wholesale and Boutique businesses, representing 70% of annual sales across watches and leather goods, including all portfolio and licensed brands.
- Managed relationships with over 15 brand teams, licensors, and retailers to develop and distribute training materials in print and digital formats, including guides, activities, and assessments for core and seasonal product training.
- Led translation and budget management of global training documents in nine languages, enhancing training accessibility and effectiveness.
- Developed three monthly product training magazines for global employees, enhancing knowledge retention and engagement.
- Established new Visual Merchandising document standards for all wholesale outlets, improving consistency and brand representation.
- Led visual merchandising initiatives to enhance brand presentation and customer engagement.
- Collaborated with cross-functional teams to ensure alignment of visual standards across all retail locations.
- Trained and mentored junior staff on best practices in visual merchandising techniques and tools.

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## EDUCATION

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**B.A.:** Journalism, Media, and Computing (Graphic Design track), 05/2010

**Creighton University** – Omaha, NE

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## CERTIFICATIONS

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- Agile Approaches for Modern Leadership, Duke University - February 2026
- Learning & Development, HRCI - December 2025
- GenAI Learning & Development, Coursera Instructor Network - October 2025
- Corporate Communications, University of California, Irvine - October 2025
- Leadership Communication for Maximum Impact: Storytelling, Northwestern University - December 2025

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## VOLUNTEER WORK

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- Girls Scouts of America, Troop Leader
- Primrose Schools, Parent Advisory Council
- Christ Lutheran School, Gala Committee

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## REFERENCES

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Available upon request.