

ERIN SPRINGER

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PROFESSIONAL SUMMARY

Dynamic Learning & Development Leader and Design Strategist with almost 16 years of experience driving enterprise learning initiatives, leading cross-functional teams, and delivering high-impact instructional and visual design solutions across engineering, finance, and retail sectors.

Proven ability to lead and mentor design teams, manage complex programs, and translate business objectives into scalable, user-centered learning experiences that drive measurable performance outcomes. Deep expertise in instructional design, visual communication, and multimedia production, with a strong track record of elevating learning quality through innovative design systems, emerging technologies, and data-informed strategies.

Recognized for building collaborative, high-performing teams, influencing stakeholders at all levels, and delivering end-to-end learning ecosystems that integrate eLearning, instructor-led training, and on-the-job experiences. Passionate about advancing modern, AI-enabled learning practices and creating intuitive, engaging experiences that simplify complexity and accelerate learner success.

WORK HISTORY

03/2025 to
Current

Learning Design Specialist

HNTB – Overland Park, KS

- Lead the design and delivery of enterprise-wide learning programs, including compliance, safety, and project management training, impacting over 6,000 employees across the organization
- Drive cross-functional collaboration with business leaders and subject matter experts to translate complex operational and regulatory requirements into scalable learning solutions
- Mentor and guide junior designers and interns, strengthening team capabilities and fostering a high-performance, collaborative design culture
- Facilitate internal training sessions on instructional design, best practices, emerging technologies, and compliance-driven learning strategies
- Spearhead design quality standards by leading formal design reviews and ensuring alignment with accessibility, UX, and adult learning principles
- Improve team efficiency by developing reusable templates, scalable frameworks, and streamlined design workflows
- Serve as a strategic partner to Corporate Delivery stakeholders, aligning learning initiatives with business priorities and operational goals, achieving a 99.4% completion rate within four weeks for annual quality training
- Lead end-to-end project execution across multiple concurrent initiatives, consistently delivering high-quality solutions on time
- Conduct learning analytics and performance evaluations to continuously refine training effectiveness and learner outcomes
- Translate complex workflows into intuitive, user-centered learning experiences that improve adoption and reduce cognitive load
- Provide expert consultation on learning strategy, design challenges, and operational execution across projects
- Lead ideation sessions to drive innovation in learning approaches, tools, and delivery methods
- Design high-impact visual and multimedia assets that enhance engagement, brand alignment, and learner experience

03/2024 to
03/2025

Senior Instructional Design Consultant, Contract

LPL Financial – Remote

- Directed the design and execution of enterprise-wide training programs supporting large-scale organizational transitions, including onboarding for acquired business units
- Led end-to-end project management for high-visibility learning initiatives, ensuring alignment with regulatory standards and business objectives
- Designed and delivered 20+ scalable digital learning experiences, including compliance-focused courses aligned with FINRA requirements
- Partnered with cross-functional stakeholders to define learning strategies that supported workforce readiness and

performance outcomes

- Conducted comprehensive needs analysis to identify skill gaps and develop targeted, high-impact training solutions
- Influenced stakeholders through data-driven insights and strategic recommendations to improve learning effectiveness
- Established strong client partnerships by consistently delivering high-quality, business-aligned solutions
- Integrated multimedia, interactivity, and modern design techniques to elevate engagement and retention
- Led continuous improvement efforts by leveraging learner feedback, performance data, and evolving best practices
- Managed multiple high-priority initiatives simultaneously while maintaining quality, accuracy, and timelines
- Applied emerging technologies and innovative design approaches to modernizing learning experiences

03/2021 to
03/2024

Senior Instructional Designer

Pennymac – Fort Worth, TX

- Provided creative and strategic leadership for enterprise learning, communications, and engagement initiatives across a large, multi-functional organization
- Led the design and delivery of training programs for over 500 leaders, integrating learning, communications, and operational updates into cohesive experiences
- Directed development of leadership programs (including SUMMIT) and onboarding initiatives that improved manager effectiveness and employee performance
- Managed and mentored an offshore creative team, overseeing production quality, timelines, and deliverables across multiple projects
- Led cross-functional initiatives, partnering with leadership, HR, and business units to align learning with organizational priorities
- Spearheaded digital transformation efforts, including CMS redesigns, content strategy development, and scalable knowledge systems
- Designed and managed a high-traffic internal platform serving over 2,000 employees, centralizing learning, communication, and engagement resources
- Drove large-scale engagement and recognition programs through strategic content design, multimedia production, and branding
- Led creative direction for enterprise initiatives, including video production, visual design, and instructional content
- Conducted needs assessments and used data insights to continuously improve learning strategies and outcomes
- Delivered end-to-end project management for major learning and engagement initiatives, ensuring alignment with timelines and business goals

12/2016 to
06/2020

Education & Engagement Specialist

Pier 1 Imports – Fort Worth, TX

- Led the development and execution of global training communications, delivering monthly learning publications to retail teams worldwide
- Managed enterprise-wide incentive programs tied to sales and performance metrics, including budget oversight, reporting, and executive communication
- Directed large-scale employee recognition programs, partnering with senior leadership to design and deliver high-impact experiences
- Collaborated cross-functionally to align training, marketing, and operational initiatives with business goals
- Streamlined communication processes to improve efficiency and consistency across departments
- Influenced employee engagement strategies through creative programming, events, and targeted learning initiatives
- Analyzed performance data to refine programs and improve outcomes across retail teams
- Played a key role in strengthening organizational communication and employee experience

07/2015 to
12/2016

Manager

Blue Pomegranate Gallery – Southlake, TX

- Managed daily business operations, including staff leadership, budgeting, inventory, and vendor partnerships
- Led hiring, training, and development of employees, improving team performance and customer engagement
- Directed community engagement initiatives, including events and partnerships with local leaders and artists
- Developed and executed marketing strategies to increase visibility, foot traffic, and sales
- Built and maintained relationships with artists and stakeholders to support business growth
- Streamlined operational processes to improve efficiency and overall business performance

02/2011 to
10/2015

Global Instructional Designer, Training Specialist

Fossil Group – Richardson, TX

- Led global training design initiatives supporting wholesale and retail operations representing ~70% of company revenue

- Managed relationships with 15+ global brand teams, licensors, and partners to deliver aligned, high-quality training solutions
- Directed the creation and distribution of multilingual training programs across nine languages, improving global accessibility and consistency
- Designed and produced recurring global training publications, increasing engagement and product knowledge retention
- Established visual merchandising training standards across global retail locations, improving brand consistency and execution
- Led cross-functional collaboration between design, merchandising, and business teams to align training with brand strategy
- Mentored team members and contributed to the development of best practices in training and visual design
- Integrated instructional design and visual storytelling to enhance learner engagement and business impact

EDUCATION

05/2010 **Bachelor of Arts: Graphic Design, Journalism**
Creighton University – Omaha, NE

CERTIFICATIONS

- 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

SKILLS

Learning Design & Strategy

- Instructional Design (ADDIE & SAM)
- Curriculum & Training Program Development
- Accessibility & Inclusive Design
- UX/UI Learning Experience Design
- Web-Based Training (WBT)
- Compliance & Regulatory Awareness
- Metrics & Performance Evaluation

Technology & Authoring

- Articulate Rise & Storyline
- AI & GenAI Authoring Tools (Synthesia, Vyond)
- Adobe Creative Cloud
- Camtasia
- Canva
- Captivate
- CMS/CMS Platforms
- LumApps
- Microsoft 365 & SharePoint
- Wordpress

Multimedia & Web

- Multimedia Design
- Video Editing & Production
- Web Design
- Technical Writing

Program & Project Management

- Agile Program Management
- Project & Budget Management
- Problem Solving

Collaboration & Communication

- Executive Messaging
- Stakeholder Engagement
- Cross-Functional Collaboration
- Corporate Communication
- Employee Engagement

VOLUNTEER WORK

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

REFERENCES

Available upon request.