

ERIN SPRINGER

Learning & Development | Design Strategy | Enterprise Programs

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PROFESSIONAL SUMMARY

Results-driven Learning & Development program lead with 16 years of experience building, leading, and scaling high-performing design teams across engineering, financial services, and retail. Proven track record of translating organizational strategy into enterprise-wide learning ecosystems—directing cross-functional programs that consistently meet or exceed completion targets (99.4% for enterprise-wide quality training at HNTB). Skilled at mentoring talent, influencing executive stakeholders, managing complex budgets and project portfolios, and implementing AI-enabled and data-informed learning practices that drive measurable performance outcomes.

LEADERSHIP COMPETENCIES

Team Leadership & Mentorship

Staff development, offshore team management, intern coaching, design culture building

Strategic Planning & Stakeholder Influence

Executive communication, C-suite alignment, cross-functional partnership

Data-Driven Decision Making

Learning analytics, needs analysis, performance evaluation, continuous improvement

Program & Portfolio Management

End-to-end enterprise program delivery, Agile methodologies, budget oversight

Learning Operations & Governance

Design standards, QA review processes, accessibility & compliance frameworks

Innovation & Technology Adoption

AI/GenAI tools, authoring platforms, emerging L&D technologies

PROFESSIONAL EXPERIENCE

Learning Design Specialist | HNTB | Overland Park, KS

Mar 2025 – Present

Program lead individual contributor operating at manager scope—leading enterprise programs, mentoring team members, and driving design governance for a 6,000+ employee organization.

- ▶ **99.4% completion rate** Spearhead enterprise-wide learning programs (compliance, safety, project management) impacting 6,000+ employees, achieving a four week annual quality training through strategic stakeholder alignment and disciplined project execution.
- ▶ Mentor and coach junior designers and interns, strengthening team capabilities and fostering a high-performance, collaborative culture.
- ▶ Establish and enforce design quality standards via formal review processes, ensuring consistency with accessibility, UX, and adult learning principles across all deliverables.
- ▶ Drive operational efficiency by building reusable templates, scalable frameworks, and streamlined design workflows adopted across the team.
- ▶ Lead ideation and innovation sessions to advance AI-enabled and modern learning approaches, tools, and delivery methods.
- ▶ Conduct learning analytics and performance evaluations to continuously refine program effectiveness and learner outcomes.
- ▶ Serve as strategic partner to Corporate Delivery stakeholders, translating business priorities into actionable learning roadmaps.

Senior Instructional Design Consultant | LPL Financial | Remote (Contract) Mar 2024 – Mar 2025

- ▶ Directed design and execution of enterprise training programs supporting large-scale M&A onboarding across acquired business units.
- ▶ Led end-to-end project management for high-visibility initiatives, ensuring compliance with FINRA regulatory standards.

- ▶ Designed 20+ scalable digital learning experiences and influenced stakeholders through data-driven recommendations.
- ▶ Managed multiple high-priority concurrent initiatives while maintaining quality, accuracy, and delivery timelines.
- ▶ Applied emerging technologies and modern design approaches to modernize the learning experience portfolio.

Senior Instructional Designer | Pennymac | Fort Worth, TX

Mar 2021 – Mar 2024

- ▶ Managed and mentored an offshore creative team, overseeing production quality, timelines, and deliverables across concurrent projects.
- ▶ Led design and delivery of training programs for 500+ leaders, integrating learning, communications, and operational updates into cohesive experiences.
- ▶ Directed flagship leadership development program (SUMMIT) and onboarding initiatives that measurably improved manager effectiveness.
- ▶ Managed a high-traffic internal platform serving 2,000+ employees, centralizing learning, communication, and engagement resources.
- ▶ Spearheaded digital transformation initiatives: CMS redesigns, content strategy development, and scalable knowledge systems.
- ▶ Led creative direction for enterprise video production, visual design, and instructional content with full budget accountability.

Education & Engagement Specialist | Pier 1 Imports | Fort Worth, TX

Dec 2016 – Jun 2020

- ▶ Managed enterprise-wide incentive programs tied to sales and performance metrics, including full engagement budget oversight and executive reporting.
- ▶ Led development and execution of global training communications delivered to retail teams worldwide, including monthly sales and product related training.
- ▶ Directed large-scale employee recognition programs in partnership with senior leadership.
- ▶ Analyzed performance data to refine programs and improve outcomes across global retail teams.

Global Training Specialist | Fossil Group | Richardson, TX

Feb 2011 – Oct 2015

- ▶ Led global training design supporting wholesale and retail operations representing ~70% of company revenue.
- ▶ Managed relationships with 15+ global brand teams and licensors, delivering aligned training solutions across nine languages.
- ▶ Established visual merchandising training standards across global retail locations, improving brand consistency and execution.
- ▶ Mentored team members and developed best practices in training and visual design.

EDUCATION & CERTIFICATIONS

Bachelor of Arts – Graphic Design & Journalism Creighton University, Omaha, NE

Recent Certifications:

- ▶ Agile Approaches for Modern Leadership – Duke University (Feb 2026)
- ▶ Learning & Development – HRCI (Dec 2025)
- ▶ Leadership Communication for Maximum Impact: Storytelling – Northwestern University (Dec 2025)
- ▶ GenAI Learning & Development – Coursera Instructor Network (Oct 2025)
- ▶ Corporate Communications – University of California, Irvine (Oct 2025)

TECHNOLOGY & TOOLS

Authoring & Design

Articulate Rise & Storyline, Adobe Creative Cloud, Canva, Captivate, Camtasia

AI & Multimedia

Synthesia, Vyond, AI/GenAI authoring tools, video production & editing

Platforms & Systems

LumApps, SharePoint, Microsoft 365, WordPress, CMS/LMS platforms

Project Management

Agile/SAM/ADDIE, budget management, multi-project portfolio leadership

COMMUNITY INVOLVEMENT

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