

AMY BLANKENSHIP

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Summary

Senior instructional design and learning experience leader with 19 years of experience translating complex business needs into practical, measurable learning solutions. A lifelong learner by nature, I actively explore emerging technologies, research, and new ways of working—most recently integrating AI throughout the instructional design process to accelerate analysis, ideation, development, and evaluation without sacrificing sound learning design. I bring a systems-oriented approach that connects learning strategy, accessible design, stakeholder partnership, technology, and data to create scalable experiences that improve performance and evolve with the needs of the organization.

Experience

Commercial and Sales Enablement Instructional Designer | Cencora | Remote | October 2025 – Present

- Built and manage an end-to-end instructional design intake and portfolio tracking system, creating visibility into demand, priority, scope, development effort, status, review cycles, and deployment.
- Manage a learning portfolio spanning 7 business areas and representing 1900+ estimated development hours, including sales enablement, customer operations, healthcare education, and enterprise learning.
- Lead instructional design from needs analysis and learning architecture through storyboarding, development, assessment, accessibility review, stakeholder validation, LMS deployment, and evaluation.
- Design multi-course learning programs and scalable learning systems using Rise 360, Storyline, video, scenario-based practice, job aids, and performance support.
- Establish course reporting, tracking enrollment, completion, ratings, and learner feedback to identify both learning improvements and broader performance/process gaps.
- Design learning with measurable results, such as including 97.8% completion and 4.9/5 learner ratings for Furscription Fundamentals and 96.3% completion and 5.0/5 ratings for 340B Fundamentals.
- Integrate AI into research, content analysis, learning architecture, scenario development, storyboarding, scripting, visual development, and QA while maintaining human review for accuracy, accessibility, and instructional quality.

Senior Instructional Design Specialist | Maximus | Remote | May 2024 – Sept 2025

- Managed a team of one instructional designer and three facilitators to build a comprehensive contact center curriculum from the ground up, ensuring 100% compliance with federal requirements and alignment to organizational goals.
- Designed, developed, and launched a training program that supported federal contract contact center employees, improving performance metrics and service quality.
- Led the full instructional design lifecycle, reducing time-to-launch for new programs by 25% through efficient needs analysis, SME collaboration, and pilot testing.
- Produced SCORM-compliant eLearning, instructor-led training, job aids, and performance tools that cut onboarding time-to-proficiency by 20% and boosted first-call resolution rates by 12%.
- Facilitated client meetings and served as a subject matter expert on curriculum design, influencing training strategies that impacted multi-million-dollar federal contracts.
- Authored training proposals and oversaw implementation of new and updated programs that enhanced compliance and improved operational efficiency across multiple sites.
- Applied Kirkpatrick Levels 1–4 evaluation to demonstrate ROI, leading to a 10% improvement in content effectiveness and stronger alignment with business outcomes.
- Maintained expertise in instructional design, introducing innovative practices that reduced development time by 15% while improving training quality.
- Leveraged AI tools during the authoring process to produce storyboards, scenario scripts, videos, and accessible training that improved efficiency and enhanced learner engagement.

Global Learning Experience Designer | Georg Fischer Piping | Remote | Sept 2023 – Apr 2024

- Led learning content creation for multiple delivery contexts, including course-based, competency-based, self-paced, micro-learning and other such contexts in alignment of business need.
- Collaborated with subject matter experts, marketing professionals, specialists, and shared services staff to design, develop, and implement learning solutions.
- Maintained a working knowledge of learning experience design, online learning, instructional design and technology, adult learning theory, and andragogy/pedagogy to support program and course development.
- Designed learner experiences for the integration of text, graphics, animations, videos, and interactions for these offerings; ensures materials follow development objectives/outcomes and exhibit best practices for visual and interaction display to support learning.
- Ensured project timelines are met and deliverables meet quality expectations of the institution.
- Collaborated with key stakeholders to create instructional material in a visually dynamic, engaging, and interactive format, while offering suggestions to enhance student engagement and learning.

Learning Experience Designer | Amazon, PXT Workforce Staffing & Transportation Ops | Remote | May 2021 – Aug 2023

- Led projects through the design lifecycle from scoping, research and analysis, design, development, and launch.
- Owned and developed branding, course standards, templates, and asset library for development of over 100 courses per year.
- Developed Customer FIRST learning paths to US, CA and Mexico improving candidate NPS scores by 18%
- Owned the organization-wide Wiki as single source of truth, including development of CSS stylesheets, full branding, logos, and content management cycle with over 10,000 unique views year to date.
- Defined accessibility standards and conducting quality assurance audits to ensure equal learning for all audiences.
- Created engaging and compelling course content using Articulate360 (Storyline and Rise), Camtasia, and Adobe Suite
- Managed junior learning specialists to upskill their design skills and contributions to projects.
- Act as Lead designer for global talent development programs resulting in a 15% decrease in attrition and 10% increase in role promotions.
- Consulted and collaborated with stakeholders in content development to increase productivity and reduce incidents.

Content and Instructional Design Manager | Sentry Data Systems | Deerfield, FL | Jul 2020 – May 2021

- Led SaaS learning projects through the design lifecycle from scoping, research and analysis, design, development, and launch.
- Increased customer retention by 30 percent through engaging learning activities and compelling course content using Articulate360 (Storyline and Rise), Camtasia, and other tools.
- Defined instructional end goals and content creation process.
- Visualized instructional graphics, the user interface, and the finished product.
- Conducted instructional research and analysis.
- Applied tested instructional design theories, practice, and methods.
- Created supporting material/media (audio, video, simulations, role plays, games, etc.)
- Maintained project documentation and training team collaboration of tools.
- Built Salesforce customer facing materials via Experiences and 3rd party application integration.

Instructional Designer and Editor | HarperCollins Leadership | Nashville, TN | Aug 2019 – Jul 2020

- Edited, directed, and produced Direct to Consumer E-courses using Articulate 360, Camtasia, Premiere, and other tools
- Sourced e-learning vendors and managed them to produce 10 elearning courses with a 100% delivery rate on budget.
- Produced on-screen talent on location for video and audio sessions.
- Managed and led with marketing team in creation of individual course brand and design standards e-courses.
- Developed a short and long-term business plan for e-courses.
- Created a brand framework for [HC Leadership Essentials](#)
- Defined minimum features, quality standards and budget parameters or all course

Instructional Designer II | HCA | Nashville, TN | Sept 2015 – Jun 2019

- Created online courses and videos using tools such as Captivate, Camtasia, Adobe Suite, Articulate Suite, and Storyline 360
- Fulfilled LMS Administrator role for course publication and distribution to over 100,000 users.
- Operated as Creative director to develop deliverables from inception through delivery, including instructional and graphic design components.
- Trained peers in Adobe Creative Suite, Articulate 360 and Camtasia
- Functioned as Brand ambassador for corporate design standards.
- Consulted on process and standards improvements.
- Recorded, edited, and produced voiceovers for projects.

Curriculum Developer / Instructional Designer | Asurion | Nashville, TN | Jan 2015 – Sept 2015

- Created training such as e-learning, facilitator-led, evaluations, lesson plans and job aids.
- Authored a 6-part Leadership Program for emerging managers
- Maintained the Learning Management System and generated reports.
- Developed course guidelines, templates, learning objectives, audience analysis, course structure, activities, and learning strategies.
- Drafted project plan and conducted needs analysis and evaluation of training.
- Planned and executed implementation of all new materials and programs.
- Worked with SMEs to develop, assess and revise content.
- Facilitated and managed training sessions as needed.

Technical Trainer | Asurion | Nashville, TN | Jan 2014 – Jan 2015

- Trained new technicians through the 6-week training experience with a 97% retention rate after 6 months.
- Transitioned new hires from new employee orientation to full production.
- Mentored technicians on quality and productivity processes
- Created continuing education to all levels of the business from exempt to C-Suite
- Consulted on creation, review, and updating of training content.
- Documented technician performance, behaviors, and readiness

Technical Trainer and Customer Enablement | Cayen Systems | Milwaukee, WI | Jun 2012 – Nov 2013

- Designed traditional classroom and e-learning modules for current and new clients.
- Authored supplemental on-site training workbooks and documents of a technical nature.
- Conducted on-site and web-based training, including frequent travel to clients' locations.
- Provided Cayen Systems' clients with phone and email support.
- Performed annual invoicing for software maintenance fees.

Education

Ball State University – B.S. Degree Secondary Social Studies Education & B.S. Degree History | Minors: Sociology, Psychology, Urban Education

Concordia University – Alternative Education Certification

Skills

Instructional Design | Learning Experience Design | Curriculum Development | Adult Learning Theory | ADDIE | SAM | Kirkpatrick Evaluation | eLearning Development | SCORM/xAPI | Learning Management Systems | Articulate 360 | Rise 360 | Adobe Captivate | Camtasia | Adobe Creative Suite (Premiere, Audition, Photoshop, Illustrator, XD) | Accessibility & Section 508 Compliance | Microlearning | Video Production | AI-Assisted Learning Development | Project Management | SME Collaboration | Leadership Development | Salesforce CRM/Experience