

# Jennifer Bosworth, MA

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## Senior Instructional Designer | Learning Systems & Data-Informed Enablement | Remote

Instructional designer with 20+ years of experience designing scalable, performance-focused learning for distributed workforces. Trusted partner to cross-functional teams, translating business needs into engaging eLearning, virtual learning, job aids, and standardized training programs. Experienced learning systems owner with a strong focus on consistency, usability, and data-informed continuous improvement.

### Areas of Expertise:

- **Instructional Design & Content Development**  
Full-scope instructional design using ADDIE and Agile; design and development of eLearning, microlearning, VILT, job aids, and instructional videos for distributed, compliance-sensitive teams.
- **Scalable Learning Programs & Enablement**  
Standardized onboarding and ongoing learning programs; curriculum design; learning pathways; enablement for frontline, multi-location, and global teams.
- **Learning Systems & Operational Infrastructure**  
LMS administration and content organization; workflow documentation; SOP development; tool and template creation; scalable learning operations that support consistency, accuracy, and quality.
- **Evaluation, Measurement & Continuous Improvement**  
Learning evaluation frameworks; survey design and standardization; KPI development; data analysis and interpretation; translating learning data into actionable design and delivery improvements.
- **Stakeholder Partnership & Cross-Functional Collaboration**  
Internal consulting; SME partnership; translating business and operational needs into effective learning solutions; coordinating work across remote and cross-functional teams.

### Technical Skills:

- **Learning Design & Development Tools:** Articulate Rise, Articulate Storyline (course design, interaction building, assessments), Canva, Camtasia (instructional video creation), Kahoot
- **Learning Platforms & Systems:** LMS platforms (Canvas, Moodle, Intellum); course structure, content navigation, organization, and administration
- **Content, Documentation & Collaboration:** Microsoft 365, Google Workspace, virtual meeting platforms
- **AI-Enabled Efficiency & Learning Support:** LLM prompt design; AI-supported content assessment and drafting; translation workflows; documentation and knowledge workflows; data analysis support

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### Professional Education:

**GRADUATE CERTIFICATE, LEARNING DESIGN + TECHNOLOGY** | University of NC Charlotte- Charlotte, NC  
**MASTER OF ARTS: TEACHING** | Western Carolina University - Cullowhee, NC

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### Professional Experience:

**INTERPRETER EDUCATION SPECIALIST (*Senior Instructional Designer*)** | 06/2022 - 12/2025  
Sorenson Communications | *Remote*

- Designed, developed, and evaluated scalable learning solutions across eLearning, virtual instructor-led training, job aids, and instructional videos for a globally distributed, multilingual workforce.

- Led full-scope instructional design using ADDIE and Agile methodologies, balancing upfront analysis with iterative design and continuous improvement.
- Partnered with stakeholders across seven+ internal business lines to translate operational and performance needs into standardized learning programs and resources.
- Designed and implemented the organization's first formal evaluation framework for New Hire Training, linking learner feedback, facilitator input, and KPIs to learning design decisions.
- Analyzed 1,000+ learner survey responses annually and synthesized findings into 20+ decision-ready reports per year, directly informing program and delivery improvements.
- Built dashboards and repeatable reporting tools that reduced manual analysis time by 25%, enabling faster feedback loops and clearer insight for leaders.
- Established survey and evaluation standards across seven programs, improving measurement quality, reducing bias, and enabling consistent cross-program analysis.
- Served as a learning systems owner, supporting LMS workflows, content organization, documentation, and reporting pipelines to ensure accuracy, accessibility, and scalability.
- Developed SOPs, templates, and process documentation to support consistent execution across complex, multilingual learning initiatives.
- Leveraged AI-enabled tools to improve instructional design efficiency, translation workflows, and documentation while maintaining transparency and quality standards.

#### **DEPARTMENT CHAIR | 11/2013 - 06/2022**

Asheville-Buncombe Technical Community College | Asheville, NC

- Managed academic and workforce strategy in partnership with faculty, senior leadership, and regional employers, driving a 400% expansion of the credential portfolio aligned to labor market needs.
- Led and implemented end-to-end curriculum and program revisions across multiple degree and certificate programs, integrating enrollment data, learner performance trends, employer feedback, and field standards to drive concrete changes in program design and delivery.
- Improved student outcomes through data-informed program redesigns, reducing withdrawals by 51% and increasing success and retention rates by 22%.
- Led cross-sector workforce development workgroups as part of a countywide early childhood initiative, contributing to efforts that resulted in the establishment of a \$3.6M workforce development fund by county commissioners.
- Served on statewide articulation agreement committees, contributing to state-level course description revisions to align programs with field standards, best practices, and transfer requirements across institutions.
- Built faculty capability through coaching and collaborative planning, ensuring consistent, job-aligned learning experiences in online and hybrid environments.
- Advised students and community partners on credential pathways, sequencing, and workforce alignment.