KATHLEEN MURPHY

Senior Instructional Designer | AI Enablement & Adoption | Learning Experience Design

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PROFESSIONAL SUMMARY

Senior Instructional Designer and AI Enablement practitioner with 20+ years of experience designing learning, performance support, and adoption solutions across enterprise HR, academic medicine, life sciences, and technology organizations. Recent work includes designing governed AI assistants and agent-design frameworks, developing human-in-the-loop validation and evaluation approaches, and helping nontechnical stakeholders move from AI use cases to practical, testable solutions. Strong background in translating complex, policy-driven content into scalable learning experiences using Articulate 360, Vyond, Workday Learning, and emerging AI tools.

Recent focus: AI enablement and adoption, responsible agent design, human-in-the-loop validation, enterprise HR systems, and regulated learning environments.

CORE SKILLS

Full-Cycle Instructional Design (ADDIE, SAM, Agile) Adult Learning Principles • Bloom's Taxonomy • Kirkpatrick Evaluation • Needs Assessment & Gap Analysis • End-to-End Curriculum & Course Development • Compliance-Aware & Regulated Training • Learning Governance • ILT & Virtual ILT Design • Train-the-Trainer • New Hire Onboarding • Sales & Customer Enablement • Job Aids & Performance Support • Blended & Scenario-Based Learning

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PLATFORM AND TOOLS

AI & Emerging Technologies: ChatGPT / GPTs • Microsoft Copilot & Copilot Studio • Google Gemini • AI Agent & Assistant Design • Grounded / RAG-Based AI • Prompt & Interaction Design • AI Evaluation & Test Planning • Human-in-the-Loop Validation • AI Guardrails & Governance

LMS / Learning Platforms: Workday Learning • Cornerstone • Canvas • Moodle • SAP SuccessFactors • Sakai • Multiple LMS SaaS Environments

Authoring & Media: Articulate 360 (Storyline & Rise) • Vyond • Camtasia • Adobe Creative Suite • Adobe Captivate • ADAPT

Enterprise & Business Systems: Salesforce • SAP • Workday • Oracle • PeopleSoft • Veeva • Power BI • Siebel

Healthcare / Financial Systems: ReddiNet® • Fiserv • FundTech / Payplus Wire • Total Plus • Relationship Management Suite

LANGUAGES

English (native) • Italian (intermediate – A2) • German (basic – A2, progressing)

EXPERIENCE

Project-based and long-term consulting engagements delivered across overlapping timeframes.

SENIOR INSTRUCTIONAL DESIGNER – Regulated Academic & Medical Environments | 2017–Present

Yale School of Medicine | UCSF School of Medicine | Johns Hopkins University | Rutgers School of Social Work

• Designed and developed compliance-driven training supporting audit readiness, standardized learning practices, and institutional governance in regulated academic medical and social work environments

• Developed an interactive eLearning course and companion Quick Reference Guide (QRG) for a Power BI reporting dashboard, translating complex data concepts into clear, learner-friendly guidance for end users.

• Created instructional content focused on dashboard navigation, filtering, drill through functionality, report interactions, and data interpretation using Articulate 360 and accessibility best practices.

• Partnered with clinical, research, and operational SMEs to translate policy-aligned regulated workflows into learner-ready training with assessments

• Created 508-compliant multimedia eLearning using Articulate 360, Vyond, and Canvas/Moodle LMS for healthcare providers, caregivers, and supervisors

• Managed LMS governance and deployment (Workday Learning, Canvas, Moodle), applying disciplined version control and documentation practices

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SENIOR INSTRUCTIONAL DESIGNER – Enterprise HR, AI Enablement & Workday | 2014–Present

University of Southern California | Prologis | 5 Star Senior Living | Granite Construction

• Led enterprise HR, leadership, onboarding, and compliance learning initiatives for distributed workforces across multiple business functions and regions.

• Designed and governed Workday learning ecosystems, including eLearning, videos, job aids, and performance support for hiring, payroll, performance management, employee self-service, and other HR processes.

• Conceived and designed **Ellie**, a governed Employee & Labor Relations AI assistant grounded in approved USC policies and resources, including prompting guidance, boundaries, escalation logic, pilot scenarios, and user evaluation.

• Created **SPARK**, an AI agent-design assistant and framework that guides nontechnical stakeholders from an initial use case through source identification, guardrails, human handoffs, build instructions, test cases, and launch criteria.

• Developed human-in-the-loop validation approaches and AI evaluation practices to support responsible adoption, quality assurance, and appropriate use of human judgment in AI-enabled workflows.

• Partnered with HR, L&OD, and business stakeholders to translate complex policies and workflows into scalable learning, performance support, and AI-enabled solutions.

SENIOR INSTRUCTIONAL DESIGNER – Life Sciences, Pharma & Diagnostics | 2018–2026

Ginkgo Bioworks | QuidelOrtho | Veeva CRM | Laerdal Medical / American Heart Association

• Designed onboarding, sales, and role-based learning for life sciences, diagnostics, and healthcare organizations, translating complex scientific and regulated content into clear, job-relevant learning.

• Developed blended learning for biological concepts, clinical workflows, software platforms, IP considerations, and sales enablement.

• Created scenario-based and simulation-driven eLearning for healthcare providers, pharmaceutical sales teams, and other regulated audiences.

• Partnered with scientific, clinical, commercial, and operational SMEs to ensure content accuracy, relevance, and alignment with business and compliance requirements.

• Applied structured content governance, version control, and documented update processes in regulated environments.

INSTRUCTIONAL DESIGN CONSULTANT – Technology, Sales & Retail Enablement | 2010–2020

Cisco | VMware | LinkedIn | lululemon | LEGO | Grocery Outlet | LendingClub

• Led sales, partner, customer, and workforce enablement initiatives for global technology and retail organizations, including value selling, solution-based selling, onboarding, and performance support.

• Designed executive workshops, onboarding curricula, sales tools, and manager/frontline learning for distributed and high-growth organizations.

• Partnered with business leaders and SMEs to translate product, sales, and operational priorities into scalable blended learning solutions.

• Developed eLearning, ILT/virtual learning, job aids, and scenario-based resources using Articulate, Vyond, and related learning technologies.

EDUCATION

B.A., Psychology — University of Texas, Dallas

Biology, 4 years of Pre-Med—University of Texas, Arlington

M.S., Biomedical Sciences — Northeastern University *program discontinued prior to getting comprehensive exam for degree*

Diploma, Interior Design & Architecture — Florence Design Academy

AFFILIATIONS & AWARDS

Junior League (Boston, San Diego, San Francisco) • USEA Area VI Competitor • USEF & USHJA Member • Outstanding Sales Effort Award