Kimberly Chapman

Senior Instructional Designer

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SUMMARY

Senior instructional designer with 10+ years designing learning experiences across eLearning, multimedia, virtual, and in-person formats, currently in accredited continuing medical education (CME), a highly regulated field. Practice grounded in adult learning theory and learner-centered design, backed by expert-level technical skills spanning eLearning authoring tools, multimedia production, and front-end development. Proven record of successful collaboration with cross-functional partners and SMEs to design education that closes skill gaps and drives performance improvement.

AREAS OF EXPERTISE

Instructional Design • Adult Learning Principles • eLearning Development • Curriculum Design • Interactive Learning • Multimedia Development • Video Production • Web Accessibility • UI/UX & User Journeys • Needs Assessments • ADDIE & Agile Design • SME Collaboration • Project Management

TECHNICAL SKILLS

eLearning Authoring Tools: Articulate Storyline, Rise, Adobe Captivate, Canvas

Video and Multimedia Design: Adobe Premiere Pro, Adobe After Effects, Vyond, Descript, Camtasia, Adobe Photoshop, Adobe Illustrator, Canva

Data and Analytics: Tableau, Veracity LRS

Web Development: HTML/CSS, JavaScript, Python

Learning and Project Management Platforms: Learning Management Systems (Canvas, Absorb), Asana, Jira, Smartsheet

Learning Standards and Platforms: xAPI, SCORM, SCORM Cloud

PROFESSIONAL EXPERIENCE

American Medical Association August 2023 – Present

Senior Learning Experience Designer

- Design and develop engaging eLearning modules, videos, graphics, podcasts, webinars, and live events using eLearning authoring tools (Articulate Storyline, Rise) and multimedia design tools (Adobe Premiere Pro, After Effects, Photoshop), aligned to adult learning principles, built mobile-first, and meeting WCAG 2.2 AA standards
- Co-developed a Brandon Hall Silver–winning eLearning program (2025)
- Created a new revenue channel by building custom learner-behavior tracking in Storyline (xAPI and JavaScript) so CME courses can be packaged for any customer's LMS, and trained external vendors to apply it across the course catalog
- Translate complex content into clear, learner-friendly experiences that support knowledge transfer and practice improvement, including legal, regulatory, and financial requirements for independent practice
- Review and approve externally submitted content to ensure activities meet quality standards for instructional design, assessment, accessibility, and learner engagement
- Partner with SMEs, business stakeholders, and external organizations to design and deliver new education, leading projects from defining learning needs through post-launch evaluation and communicating status, milestones, and risks throughout
- Apply emerging AI tools to improve the learning experience, including more authentic, responsive scenario-based simulations and rapid production of video and multimedia learning assets

- Evaluate learning effectiveness using learner analytics, redesigning high-priority modules and contributing to the department meeting its annual usage and completion targets every year
- Presented “Every Learner Belongs: Designing Accessible Learning Environments” at the ACCME Learn to Thrive Annual Conference (2026), covering practical strategies for embedding accessibility in learning activities, WCAG standards, and recent ADA updates

Everspring Partners September 2021 – July 2023
Instructional Designer

- Created innovative online graduate courses for university partners, collaborating with faculty to align content with learning objectives, build assessments, and create opportunities for interaction and authentic learning
- Developed multimedia and interactive components, in collaboration with creative services, to increase engagement and comprehension
- Created internal resources and guides on using front-end code to extend Canvas courses and on multimedia design techniques, enabling other designers to build richer courses
- Completed development of 10+ courses, 10+ major course revisions, and 5+ fee-for-service projects

Freelance Design Services September 2020 – August 2021
Learning Designer

- Designed web applications and online curricula for clients needing expertise in interactive learning design, curriculum and instruction, accessibility, and front-end development
- Performed comprehensive needs assessments to identify design solutions that addressed clients’ pains, gains, and needs

Chicago Public Schools, ODLSS August 2018 – June 2019
Accessibility Designer

- Developed and implemented new assistive technology tools, and provided professional development on integrating them into daily instruction

Chicago Public Schools August 2011 – June 2019
Lead Special Education Teacher & District Mentor

- Taught and case-managed students with disabilities in grades K-12, designing individualized instruction and assessments aligned with IEP goals; 80% of students met end-of-year growth targets on district assessments
- Trained student teachers, and served as a district mentor: assigned to coach teachers on performance plans
- Led professional development on inclusive practices and multimodal learning, and built programs connecting in-school and at-home learning

EDUCATION

Northwestern University 2020
Master of Arts in Learning Sciences • GPA 4.0

University of Wisconsin–Madison 2010
Bachelor of Science in Education • Dean’s List