

Kerri Crowley, MST, ALM, CPACC

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Profile

Learning & Development leader with over a decade of experience designing and scaling **enterprise-wide education strategies** that drive performance, engagement, and accessibility. Skilled in **instructional design**, **team leadership**, and **AI-enabled learning innovation**, with proven success implementing **evidence-based solutions** across healthcare and corporate environments. Adept at integrating **accessibility** and **Universal Design for Learning (UDL)** into every stage of content creation, ensuring inclusive and compliant experiences for all learners. Recognized for building **high-performing teams**, strengthening **organizational culture**, and aligning L&D initiatives with **strategic business goals**.

Core Competencies

- **Learning & Leadership:** L&D Strategy & Leadership • Talent Development & Team Coaching • Change Management & Organizational Development • Stakeholder Engagement & Cross-Functional Collaboration
- **Instructional Design & Evaluation:** Curriculum Development • Training Needs Analysis • Facilitation & Inclusive Communication • Program Evaluation & ROI (Kirkpatrick)
- **Digital Accessibility & Inclusion:** WCAG/ADA Compliance • Universal Design for Learning • Accessibility, Inclusivity & Belonging • Evidence-Based Practice
- **Technology-Enhanced Learning:** AI-Enabled Learning Innovation • eLearning Development (Articulate Rise/Storyline, LMS) • VR/AR & 3D Media • Educational Technology Integration
- **Digital Media & UX Design:** Adobe Creative Suite, Camtasia, Vyond • Video Production & Motion Graphics • Graphic Design & Data Visualization • UI/UX & Front-End Web Development
- **Project & Vendor Management:** Project & Portfolio Management (Agile/ADDIE) • Vendor Partnerships & Budget Oversight

Professional Experiences

Children's Hospital of Philadelphia (CHOP) – Philadelphia, PA

Principal Instructional Designer & Technologist Nov 2021–Present

- Lead content design and technical strategy for enterprise-wide learning initiatives; evaluate training effectiveness and oversee end-to-end project implementation.
- **Design, develop, and facilitate professional development opportunities across the hospital**, delivering high-impact sessions such as *Creating Accessible Digital Media: Small Modifications that Make a Big Impact*, *AI Tools for Inclusive Digital Media at CHOP*, *Evaluations 101: Designing Effective Test Questions*, *Canva 101*, and *PEAK 3 Synergy Competencies Training*.
- **Co-founded and co-lead the CHOP Accessibility Work Group**, partnering with a colleague to identify, prioritize, and resolve accessibility concerns across the enterprise, ensuring digital and physical learning environments meet WCAG and ADA standards.
- Partner with nursing and enterprise leadership to conduct complex needs analyses, identify learning gaps, and design multi-modal instructional roadmaps aligned with departmental goals.
- **Develop and implement outcome and ROI measurement strategies**, applying Kirkpatrick's model to regularly assess learner impact, business results, and cost savings.
- Design and deploy blended learning solutions—classroom, eLearning, microlearning, mobile, virtual reality (VR/360)—for 9,000+ nurses.
- Develop and facilitate curricula on accessibility, data visualization, graphic design, and assessment design; integrate **AI-enabled learning innovation** and Universal Design for Learning (UDL) principles to ensure inclusive, compliant education.
- Spearheaded CHOP's **LMS transition from SuccessFactors to Workday Learning**, ensuring seamless governance, migration, and training—improving system adoption and reducing support tickets by 22%.
- Create professional-quality multimedia (video, animation, audio engineering, graphics) and maintain SharePoint sites using HTML5, CSS, and JavaScript.
- Provide project management and quality assurance for all deliverables; manage vendor relationships and advise on emerging trends in instructional technology.
- Passed advanced Spanish language testing (Alta Listening & Speaking: 11/12) and leverage bilingual skills to support patients, families, and staff.

Rutgers University – Institute for Families – New Brunswick, NJ (Remote, Per Diem)

Instructional Designer (Contract) Jul 2021–Present

- Design, develop, and revise professional development curricula for the NJ Department of Children and Families and NJ GROW program.
- Create activity maps, instructor and facilitator guides, and multimedia content aligned to brand standards and tight state deadlines.

- Collaborate with SMEs and fellow designers to manage multiple projects and integrate accessible, engaging learning strategies.

Beloit College – Center for Collections Care – Beloit, WI (Remote)

Instructional Designer (Contract) Apr 2021–Jun 2021

- Designed the pilot blended course *FUNDamentals of Collections Care*, collaborating with SMEs to storyboard content and build in Moodle with custom HTML/CSS.
- Integrated active-learning tools (Perusall, GooseChase, Padlet) to enhance engagement for museum professionals.

Union College – Schenectady, NY (Remote)

Lead Instructional Designer (Contract) Feb 2021–May 2021

- Led design of a **Narrative Medicine** course awarded the Byron Nichols Fellowship for innovative curriculum.
- Co-authored curriculum and accompanying materials, built accessible modules in Moodle, and guided faculty through essential-question-based course design.

Woodbury City Public Schools – Woodbury, NJ

Department Chair of Social Studies & World Languages; Spanish Teacher Sep 2011–Nov 2021

- Directed curriculum and budget for grades 6–12; recruited and mentored staff; and led districtwide professional development and technology integration.
- Taught multiple Spanish levels and a teacher-prep course using backward-design methodology and authentic assessment.
- **Awards:** Teacher of the Year (2021); Staff of the Month (2018, 2019).

TD Bank – Various NJ Branches

Senior Customer Service Representative Apr 2006–Jan 2015

- Supervised staff, managed high-volume cash operations, and conducted audits and coaching while progressing through all teller and customer service roles.
- Frequently covered Assistant Manager responsibilities and provided bilingual Spanish customer support.

Education

Harvard University Extension School – Cambridge, MA

Master of Liberal Arts (ALM), Digital Media Design, May 2023

Graduate Certificate in Front End Web Development, Dec 2022

Graduate Certificate in Learning Design & Technology, May 2021

- 4.0 GPA; Dean’s Award for Academic Achievement

Rowan University – Glassboro, NJ

Master of Science in Teaching (MST), Secondary Education, *Aug 2011*

- Summa Cum Laude; Alpha Epsilon Lambda Graduate Honors Society

Rutgers University – Douglass College – New Brunswick, NJ

Bachelor of Arts in Information Technology

Bachelor of Arts in Middle Eastern Studies; Minor in Spanish, *May 2009*

- Summa Cum Laude; Phi Beta Kappa; Phi Sigma Iota; Douglass College Honors Program

Professional & Specialized Education

IAAP CPACC Exam Preparation Training Course – Princeton University, *Jan 2025*

- Grade: 95%

Certificate in Evidence-Based Practice (EBP) Modular Program – Helene Fuld Health Trust National Institute for Evidence-Based Practice in Nursing and Healthcare, The Ohio State University, *Dec 2024*

- EBP Project: *“Not Another Module!” Examining Educational Modalities for Behavior Change*

Certifications

Certified Professional in Accessibility Core Competencies (CPACC)

International Association of Accessibility Professionals (IAAP) – *Issued Mar 2025; Expires Mar 2028*

Credential ID: 25JFCPACC10370

Unity Essentials Pathway

Unity – *Issued Jul 2022*

Certificate of Eligibility with Advanced Standing (CEAS), Spanish

State of New Jersey – *Issued Sep 2011*

Affiliations

International Association of Accessibility Professionals (IAAP)

Member – *Jun 2025–Present*

Global organization advancing digital and physical accessibility; promotes creation of inclusive products, services, and environments and supports professional development for accessibility leaders.

Presentations

Crowley, K., & Witt, C. (2025, September 15). *Accessibility in action: Inclusive communication and AI tools at CHOP* [Conference presentation]. CHOP Communications Coalition, Philadelphia, PA.

Crowley, K., & Witt, C. (2025, September 12). *Equity starts at the top: Embedding accessibility into organizational DNA* [Conference presentation]. CLO Exchange Healthcare & Life Sciences Conference, Philadelphia, PA.

Crowley, K., & Witt, C. (2025, June 25). *What we learned from "Supporting accessibility and inclusion with AI"* [Conference presentation]. Learning Ambassadors: Collective Insights from ATD 2025, NRG Conference, Germany.

Monachino, A., & Crowley, K. (2025, September 18). *Teaching teamwork and communication principles using a maze activity* [Conference presentation]. Lehigh Valley Health Network Innovations in Education 2025 Symposium, Allentown, PA.

Monachino, A., & Crowley, K. (2025, September 18). *Evaluations 101: Designing effective test questions* [Conference presentation]. Lehigh Valley Health Network Innovations in Education 2025 Symposium, Allentown, PA.

Crowley, K. L., & Kuhne, C. (2025, May). *Creating accessible digital media: Small modifications make a big impact* [Interactive discussion]. Association for Talent Development 2025 International Conference & Expo, Washington, DC.

Crowley, K. L., & Monachino, A. (2025, January). *Evaluations 101: Designing effective test questions* [Workshop]. Children's Hospital of Philadelphia, 8th Annual Interprofessional Education Symposium, Philadelphia, PA.

Bremer, M., Brown, K., Crowley, K. L., Dunn, J., Jacob-Freese, J., Moran, S., Palermo, J., Pileggi, M., Reid, R., & Trovato, L. (2025, January). *Cardiothoracic surgical incision care: An interdisciplinary approach to improving post-operative care* [Poster presentation]. Children's Hospital of Philadelphia, 8th Annual Interprofessional Education Symposium, Philadelphia, PA.

Bernstein, M., Boyle, E., Cates, M., Crowley, K. L., Dunn, J., Lederman, A., Phillips, S., Pileggi, M., Reid, R., Wilkocz, K., & Young, E. (2025, January). *Continuous renal replacement therapy (CRRT): A novel, personalized approach to competency assessment* [Poster presentation]. Children's Hospital of Philadelphia, 8th Annual Interprofessional Education Symposium, Philadelphia, PA.

Crowley, K. L., Heil, M., Kulp, T., Mascarenhas, M., Miccio, R., Moomaw, A., & Squires, L. (2024, April). *Reiki certification: A novel approach of blended learning and interprofessional education for healthcare providers* [Poster presentation]. International Congress on Integrative Medicine & Health, Cleveland, OH.

Crowley, K. L., & Kuhne, C. (2024, May). *Creating accessible digital media – Small modifications that make a big impact* [Workshop]. Second Annual DEI Breakthrough Makers Summit, Philadelphia, PA.

Crowley, K. L., Heil, M., Kulp, T., Mascarenhas, M., Miccio, R., Moomaw, A., & Squires, L. (2024, January). *Reiki certification: A novel approach of blended learning and interprofessional education for healthcare providers* [Poster and spotlight presentation]. Children's Hospital of Philadelphia, 7th Annual Interprofessional Education Symposium, Philadelphia, PA.

Publications

Crowley, K., & Witt, C. (2025, August 25). Designing for inclusion: 6 ways to reach everyone when you're presenting. ATD Blog. <https://www.td.org/content/atd-blog/designing-for-inclusion-6-ways-to-reach-everyone-when-you-re-presenting>

Crowley, K., & Witt, C. (2025, March 26). Creating accessible digital media: Small changes, big impact. ATD Blog. <https://www.td.org/content/atd-blog/creating-accessible-digital-media-small-changes-big-impact>

Awards & Recognitions

Best Poster Award – Children's Hospital of Philadelphia (CHOP) Interprofessional Education Committee

January 2025

Recognized for the poster *Continuous Renal Replacement Therapy (CRRT): A Novel, Personalized Approach to Competency Assessment*, which was selected as Best Poster at CHOP's 8th Annual Education Day Symposium.

ICARE Champion Spotlight – Accountability – Children's Hospital of Philadelphia

January 2024

Selected as a second-quarter FY24 ICARE Champion Spotlight winner for exemplifying the CHOP ICARE value of **Accountability**. Recognition highlighted exceptional leadership and meticulous project management during the Workday Transition initiative, including comprehensive planning, cross-unit collaboration, and proactive issue resolution. Award included 100 Bravo points and organization-wide acknowledgment in *This Week at CHOP*.

2021 Teacher of the Year – Woodbury Junior-Senior High School, Woodbury City Public Schools

December 2020

Honored for exceptional teaching, innovation, and leadership; recognized for inspiring students of all backgrounds, earning broad respect from colleagues and the community, and contributing actively to school and district initiatives.