

Kerri Crowley, MST, ALM, CPACC

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Professional Profile

Learning & Development leader with 10+ years designing and scaling enterprise-wide education strategies that drive performance, engagement, and digital accessibility.
Skilled in **instructional design, team leadership, and AI-enabled learning innovation**, with a record of delivering **evidence-based, measurable outcomes** across healthcare and corporate environments.

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 sessions** including *Creating Accessible Digital Media: Small Modifications that Make a Big Impact*, *AI Tools for Inclusive Digital Media at CHOP*, *All Brains Belong: Collective Insights on Neuroinclusive Education*, *Present Like Everyone Matters: 6 Strategies for Accessible Design*, *Equity Starts at the Top: Embedding Accessibility into Organizational DNA*,

Evaluations 101: Designing Effective Test Questions, Canva 101, and PEAK 3 Synergy Competencies Training.

- **Co-founded and co-lead the CHOP Accessibility Work Group**, addressing **digital and physical accessibility** and embedding **Universal Design (UD)** best practices across the enterprise.
- **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 assess learner impact, business results, and cost savings.
- **Design and deploy blended learning solutions** such as classroom, eLearning, microlearning, mobile, and virtual reality (VR/360) for **9,000+ nurses**.
- **Integrate AI-enabled learning innovation and Universal Design for Learning (UDL)** principles into curricula on **accessibility, data visualization, graphic design, and assessment design**, ensuring inclusive and compliant education.
- **Spearheaded CHOP's LMS transition from SuccessFactors to Workday Learning**, ensuring **seamless governance, migration, and training**, resulting in **22% fewer support tickets** and stronger system adoption.
- **Create professional-quality multimedia** (video, animation, audio engineering, graphics) and maintain **SharePoint sites using HTML5/CSS/JavaScript**.
- **Provide project management and quality assurance for all deliverables; manage vendor relationships** and advise on **emerging instructional technology trends**.
- **Achieved advanced Spanish fluency** (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.

Selected Previous Experience

Instructional Designer (Contract), Beloit College 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.

Lead Instructional Designer (Contract), Union College Feb 2021-May 2021

- Led design and development of a **Narrative Medicine** course awarded the Byron Nichols Fellowship for innovative curriculum.

Department Chair and Spanish Teacher, Woodbury City Schools 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).

Senior Customer Service Representative, TD Bank 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.

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; Honors Program

Certifications & Affiliations

Certified Professional in Accessibility Core Competencies (CPACC), IAAP – Issued Mar 2025; Expires Mar 2028

Unity Essentials Pathway – Issued Jul 2022

Certificate of Eligibility with Advanced Standing (CEAS), Spanish – Issued Sep 2011

Member, International Association of Accessibility Professionals (IAAP) – Jun 2025-present

Awards & Selected Thought Leadership

Best Poster Award – CHOP Education Day, 2025 | **ICARE Champion Spotlight** – Accountability, 2024 | **2021 Teacher of the Year** – Woodbury City Public Schools, 2020

Presentations, Publications, & Volunteering: Available in full CV and online portfolio.