Kerri Crowley, MST, ALM, CPACC

520 Wright Loop | Williamstown, NJ 08094 | 609.280.7193 | [Email](mailto:kerricrow13@gmail.com) | [LinkedIn](https://www.linkedin.com/in/kerri-crowley-mst-alm-cpacc-87120815a/) | [Portfolio](https://kerricrow13.github.io/kerricrowley/)

## **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, Evaluations 101, 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:** Available in full CV and online portfolio.