

# SEAN WARD

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## DIGITAL ADOPTION & TRANSFORMATION | INSTRUCTIONAL DESIGN

**10+ years at LinkedIn, Amazon, Uber, and consultancies** driving scalable learning and digital adoption strategies. Expert in AI-enabled enablement, GTM strategy, and human-centered design. Thrive in ambiguity, drive measurable impact, and build purposeful, inclusive workplaces.

**Track record of technology enablement & transformation roadmaps.** At LinkedIn, built an AI-enabled tech roadmap that reduced manual information retrieval times by 30% in the field and created a tech stack evaluation program, ultimately saving \$500K in spend.

**Global, cross-functional leader.** Regularly presented to leadership and partnered with 20+ across Sales leadership, Customer Support, GTM Operations and Enablement, Product Engineering, Engineering, Product Marketing, Product and Design. Mentored multiple junior employees.

## PROFESSIONAL EXPERIENCE

### LinkedIn, Senior Digital Adoption & Enablement Consultant @ LinkedIn, Remote

2023 - Present

- Led technology strategy and end-to-end roadmap execution for digital adoption solutions (e.g. in-app guidance Walkme, Pendo, eLearning, LMS, LXP), improving the performance across Sales, Support, and Operations.
- Established [Center of Excellence \(COE\)](#) across all 15+ digital adoption specialists to streamline processes. Partnered cross-functionally with 20+ across Sales leadership, Customer Support, GTM Operations, Product Engineering, Staff Engineering, Product Marketing Management, Product and Design, GTM Enablement.
- Developed [AI roadmap](#), from conducting [user research](#) on performance gaps & business priorities, synthesizing findings into jobs-to-be-done, to introducing Digital AI tools (e.g. Glean, CoPilot, Scribe), reducing information retrieval times by 30% in the field (Sales and Support).
- Drove technology audit and roadmap for GTM organization's digital adoption platform (WalkMe), removing and repairing 80% (960 out of 1200 roughly) malfunctioning assets and [established governance and standards](#) to scale across the GTM organization, increasing usage by 30%.
- Created the Tech Transformation team and developed a [tech stack evaluation program](#), resulting in a 40% reduction in evaluation cycle time and reducing spending minimum \$500K annually.

### Amazon, Senior Designer – Learning Experience, Remote

2022 - 2022

- Developed innovative scalable training solutions tailored for global/regional fulfillment centers, effectively addressing diverse operational needs, leveraging eLearning, instructor-led training, videos, and job aids. Elevated employee performance and satisfaction by 25% using data-driven methodologies and design thinking.
- Mentored and advised junior designers in best practices and streamlining learning solution designs through short simulations. Partnering with global HR leaders, Compliance, Safety, Disability & Leave Services teams.

### Montage Learning, Lead Learning Architect (Consulting Contract), Remote

2021 - 2022

*Trusted partner for delivering online, educational and workforce development content, specializing in Salesforce platforms.*

- Designed customized [learning solutions and products and their documentation](#) for clients across construction, healthcare, finance, retail, cybersecurity, AI, CRM, nonprofit industries e.g. Beyond Identity, Hunley Group, MyPath, Pentair, and 10K Experts. Achieved ROI 100% over 1.5 years and LES (Learning Experience Survey) 4.5/5.
- Built [multi-year learning strategy roadmaps](#) by partnering with client stakeholders (CEO/Founders, HR, Industry Experts, VPs, Engineers, Product), conducting user and market research, and leading co-design workshop processes.
- Mentored and coached 3+ instructional designers in best practices and emerging methodologies, fostering a culture of continuous improvement and knowledge sharing.
- Created bespoke solutions across [Onboarding](#), [Industry](#), Role Accelerator, Adoption & Change Management, Curriculum Development, and Salesforce. Trained clients' in-house employees to support, maintain learning solutions.

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## Uber, Global Design Program Manager – Learning Experience, NYC

2020 - 2021

- Designed global (EMEA, US&C, LatAm, APAC) scalable Learning Experience products for 40,000+ users across 20+ countries in Uber's Centers of Excellence (COE), Business Process Outsourcing (BPO) and Greenlight Hub locations including critical LOBs like Eats, Rides, and Safety.
- Mentored and onboarded new employees through data-driven product strategies, integrating UX, design-thinking, agile practices, and cognitive science. Partnered with 20+ stakeholders in central and regional teams across Product, Engineering, Sales, Operations, Security.
- Redesigned Global Customer Support [instructor-led focused global onboarding](#) (over 100+ assets e.g. presentations, activities, workshops) into a hybrid approach allowing for self-paced and remote training with LES 4.9/5.
- Implemented a [digital adoption strategy](#) to align LXD to enhance ticket efficiency and reduce training time and reduce errors. Piloted workflow learning prototypes using a DAP (WalkMe) and trained regional teams in using DAP (WalkMe). Reduced training delivery time by 70% which saved \$760K+ annually.
- Scoped PRD requirements to build an in-house tool to replace external DAP (WalkMe), partnering closely with Engineering and set to save \$1M annually.
- Defined scalable reusable UI design standards, setting benchmarks for global and regional teams, enhancing the learning product strategy and reducing development time by 30%.

## Mphasis Silverline, UX & Instructional Designer for L&D, NYC

2018 - 2019

*Digital transformation consultancy and Salesforce partner (Healthcare & Financial Services).*

- Created onboarding, learning content for global (NAMER + India + Ukraine) Sales, Support, and Engineering. Partnered with 15+ cross-functional team across HR, Principle Consultants (Subject Matter Experts in Healthcare and/or Finance), Customer Success, Sales, Engineering, UX Designers.
- Redesigned onboarding from in-person to asynchronous resulting in 50% reduction in training time, maintained a LES 4.8/5, 30% reduction time to proficiency, and 134% ROI.
- Developed an automated, scalable business partner model with a Salesforce-based intake process to capture SME knowledge and deliver targeted microlearning, reducing content development time by ~20%, improving Sales and AE ramp time by ~10%, and increasing customer engagement scores by ~5%.
- [Led pilot of Salesforce myTrailhead \(Sales Enablement\)](#) collaboration with Salesforce Learning and Product teams. Deprecated old LMS Litmos and replaced it with myTrailhead, saving \$45k annually.

## ADDITIONAL EXPERIENCES

UX Designer (Freelance)

2018 - 2019

Program Manager (Curriculum Developer & Videographer), ArtsConnection

2013 - 2018

Certified Technician & Trainer, Apple

2011 - 2014

Arts Educator & Adjunct Professor (Contract)

2009 - 2013

**Awards:** [Top 100 DAP Professional \(2024\)](#); Certified DAP Builder, WalkMe; Design Thinking Practitioner, IBM; Short Sims Certification, Allen Academy; UX Design Immersive, General Assembly; Adobe Captivate Specialist

## EDUCATION & SKILLS

MFA, School of the Art Institute of Chicago

BFA, Syracuse University

Certificate of UX Design Immersive, General Assembly

**Skills:** digital adoption platforms, learning management systems, instructional design, learning strategy, UX design, change management, stakeholder engagement, data analysis, program management, AI tools for automation and content, workshop facilitation, agile methodologies