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Digital Learning Journey
New Hire Onboarding Transformation

📋 Project Summary

Schwab's new hire onboarding process relied on a 400+ page physical binder, resulting in inconsistent outcomes and high attrition. The mission was to reimagine onboarding as a digital, data-driven learning journey that improved performance, retention, and learner confidence.

🎨 Design Process

Structured Analysis
I applied ADDIE for overall project structure, SAM for rapid iteration on platforms and assets, the Dick & Carey modelwhen clarifying outcomes and scope, Bloom's Taxonomy for learning objectives, and the Kirkpatrick model for evaluation.

Development Tools
Built scenario-based modules in Articulate 360 and deployed adaptive learning paths through Cornerstone LMS, supported by Adobe Creative Cloud, Microsoft 360, and TechSmith tools.

Collaboration & Iteration
Partnered with SMEs and product managers to co-author realistic scenarios, piloted with new-hire cohorts, and refined content using learner analytics and KPI trends.

> "This project was significant to me because I belive instructional design is equal parts analysis, empathy, and experimentation. Transforming Schwab's onboarding allowed me to show how thoughtful design elevates both performance and culture."

✨ Course Structure Key Enhancements

🎮 **Interactive Simulations**
Scenario-based practice tied to real workflows, reinforcing decision-making and problem-solving.

💡 **Real-Time Feedback**
Learner dashboards and facilitator views surfaced readiness, gaps, and coaching opportunities.

🧭 **Adaptive Pathways**
Role-based journeys and remediation paths accelerated time-to-proficiency for new hires.

🔄 **Issues Resolution & Strategy Reinforcement**
Stakeholder meetings, clear communication, project management tracking, system reviews, data collection, knowledge checks, scope and business objective allignment reviews, iterative agile development.

📈 Impact & Results

- 📉 33% Attrition Decreased
- ✅ 25% Retention Increased
- ➕ Learner Confidence Survey and KPI improvement
- 📊 Handle Time Reduced
- 🍸 Zero Print Costs

Outcome: A scalable, digital onboarding experience that reduced attrition, improved KPIs, and gave leaders clear visibility into learner performance.