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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, creating inconsistent outcomes and high attrition. To solve this, I led a redesign to transform the experience into 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 model to clarify outcomes and scope, Bloom's Taxonomy for learning objectives, and the Kirkpatrick Model for evaluation. This ensured that every design decision tied back to performance outcomes.

Individual Course and Lesson Structure
Each module followed a consistent "Tell–Show–Do–Evaluate–Reinforce" learning cycle:

1. Welcome and (if needed) navigation overview
2. Establish value and WIIFM
3. State clear, measurable objectives
4. Tell the learner what they need to know and why it matters
5. Show the learner through simulations, role play, video, or shadowing
6. Have the learner apply what they learned (quiz, assessment, or demonstration)
7. Evaluate performance (calibration, quiz, or assessment results)
8. Provide feedback (review, mentoring, or coaching)
9. Offer resources or next steps for continued development
10. When applicable, allow the learner to apply knowledge in new or more complex scenarios
11. Repeat this process for each targeted skill or behavior

Development Tools
Built scenario-based modules in Articulate 360 and deployed adaptive learning paths through Cornerstone LMS, supported by Adobe Creative Cloud, Microsoft 365, and TechSmith tools.

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

🚀 Course Structure Key Enhancements

Interactive Simulations
Scenario-based practice tied to real workflows, reinforcing decision-making, problem-solving, and confidence under realistic conditions.

Real-Time Feedback
Learner dashboards and facilitator views surfaced readiness, gaps, and coaching opportunities, enabling timely interventions.

Adaptive Pathways
Role-based learning journeys and remediation paths accelerated time-to-proficiency and supported diverse learner needs.

Issue Resolution & Reinforcement
Structured stakeholder alignment, clear communication, agile iteration, knowledge checks, and ongoing KPI reviews ensured content accuracy, scalability, and sustained performance gains.

✅ Impact & Results

- 📉 Attrition decreased by 33%
- ✅ Retention increased by 25%
- 💬 Learner confidence and KPI scores improved
- ⏱ Average handle time reduced
- ♻ Printing costs eliminated

> "This project was significant because it was my first of many with Schwab, and it produced measurable improvements in performance, culture, and learner engagement. It reinforced my belief that instructional design is equal parts analysis, empathy, and experimentation. Thoughtful design doesn't just inform—it transforms."

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