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Staff Instructional Designer

Category: Human Resources

Location: Plano, Texas; Atlanta, Georgia; San Diego, California

Job ID: 16836

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Company Overview

Intuit is the global financial technology platform that powers prosperity for the people and communities we serve. With approximately 100 million customers worldwide using products such as TurboTax, Credit Karma, QuickBooks, and Mailchimp, we believe that everyone should have the opportunity to prosper. We never stop working to find new, innovative ways to make that possible.

Job Overview

Join Intuit Academy, part of the Intuit Expert Network Learning & Development (E&LD) team. Our mission is to power prosperity by enabling our experts to be successful through world-class learning experiences. We are looking for a Staff Instructional Designer to bring innovation, AI curiosity, and instructional design excellence to help shape the future of learning for our expert network.

You'd be a great fit if you are:

- An experienced instructional design professional with a track record of delivering high-

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- A self-starter with a deep foundation in adult learning theory and instructional design methodologies
- Curious and confident in experimenting with emerging AI tools, applying them to modernize and enhance learning solutions
- Ready to demonstrate your skills through a portfolio of diverse, innovative instructional design projects

Responsibilities

- Lead the end-to-end instructional design lifecycle: scoping, analysis, design, development implementation, and evaluation
- Collaborate within Scrum teams to deliver training solutions aligned with business goals
- Design and develop instructional materials across multiple modalities (tutorials, simulation , assessments, guides, video, audio, etc.)
- Apply AI-enabled tools to innovate and accelerate learning development while ensuring high instructional quality
- Establish design and measurement standards to evaluate effectiveness and impact
- Coach and mentor other instructional designers, building team capability
- Act as the voice of the learner, ensuring content is intuitive, relevant, and impactful

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Qualifications

- 6+ years of experience applying adult learning theory and instructional design strategies to drive measurable performance outcomes
- Learning & development experience required – proven ability to design and deliver training in enterprise environments

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- Advanced proficiency with industry-standard instructional design tools (Articulate Storyline, Rise, Camtasia, Vyond, Adobe Premiere, Photoshop, Audacity, etc.)
- Strongly desired: experience using emerging AI tools such as Synthesia, Google Vids, Google ML Notebook, and Uplimit (ASSI). Candidates without demonstrable experience in this area should not apply for this role
- Strong communication skills – able to simplify complex concepts and make technical content approachable
- Project management and time management skills – able to prioritize, manage multiple projects, and deliver in fast-paced environments
- Demonstrated ability to coach and mentor other instructional designers
- Education:
 - Master's degree in Instructional Design or related field strongly preferred
 - Bachelor's degree is a nice-to-have, but not required with equivalent experience

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Intuit provides a competitive compensation package with a strong pay for performance rewards approach. This position will be eligible for a cash bonus, equity rewards and benefits, in accordance with our applicable plans and programs (see more about our compensation and benefits at [Intuit®: Careers | Benefits](#)). Pay offered is based on factors such as job-related knowledge, skills, experience, and work location. To drive ongoing fair pay for employees, Intuit conducts regular comparisons across categories of ethnicity and gender. The expected base pay range for this position is:

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