

HANNAH SHAMBLEY

Instructional Designer | Learning Experience Designer | Rise 360 · Storyline 360 | Curriculum & Corporate Training
Richmond, VA · shambleyh@gmail.com · (804) 510-8861 · linkedin.com/in/hannahshambley · hannahshambley.com

PROFESSIONAL SUMMARY

Instructional Designer and Learning Experience Designer with 6+ years developing curriculum, training programs, and performance-focused learning solutions across K–12 and corporate contexts. In enterprise settings, that means translating business intent into learning that changes behavior, not just scores. Skilled in applying ADDIE, backward design, and learning science to build content producing observable behavior change. Experienced in eLearning development (Rise 360, Storyline 360), curriculum architecture, facilitator guide design, LMS administration, and scenario-based learning. M.Ed. in Curriculum & Instruction with an Instructional Design and Learning Sciences Certificate (VCU, expected 2026).

PROFESSIONAL EXPERIENCE

Training Developer – Contract

Capital One | Branch & Café Learning Team | Richmond, VA | 2026–Present

- Maintaining training accuracy across 60+ branch locations by authoring and updating eLearning curricula in Articulate Rise 360 and Storyline 360, applying adult learning principles to translate complex financial and regulatory content into application-ready training.
- Created and maintained Qstream reinforcement repository in Google Sheets, streamlining content navigation for designers across the team and reducing lookup time.
- Developing facilitator guides and BAU training materials using Adobe Creative Suite and Google Workspace, maintaining brand compliance across a high-volume product training library.
- Supporting spaced repetition reinforcement through Q-Stream platform integration, contributing to a blended learning strategy across Capital One's retail footprint.

Graduate Instructional Designer

Virginia Commonwealth University | M.Ed. Program Work | Richmond, VA | 2025–2026 | Unpaid

- Designed and developed a portfolio of instructional design deliverables including eLearning modules, scenario-based courses, facilitator guides, and performance support materials across multiple industry contexts.
- Applied ADDIE and backward design methodology to build competency-based onboarding, compliance training, and leadership development modules using Articulate Rise 360, Storyline 360, and custom HTML/CSS.
- Developed a full-cycle ADDIE case study, a 90-minute VILT facilitator guide with Kirkpatrick evaluation plan, and a regulatory compliance module aligned to Virginia CCA requirements.
- Conducted needs analysis, wrote behavioral learning objectives, designed assessments before activities, and produced storyboards grounded in cognitive load theory and retrieval practice.

Educator & Curriculum Designer

Richmond Public Schools | Richmond, VA | 2022–2026

- Built and governed a 25+ module LMS content library in Canvas with SCORM-based formative assessments and performance checks, designing content governance architecture alongside the content itself.
- Improved assignment completion rates 12–18% through structured feedback protocols and intentional instructional redesign.
- Conducted stakeholder needs analysis with administrators, department heads, and instructional coaches, translating findings into modular, maintainable curriculum systems.

Educator & Curriculum Designer

Henrico County Public Schools | Henrico, VA | 2020–2022

- Managed a \$16,787 grant-funded initiative reaching 950+ learners annually; designed multimedia learning workflows and authentic assessment systems built to operate without ongoing manual overhead.
- Architected scalable instructional systems for 900+ learners annually — built standardized templates, workflow structures, and feedback protocols that maintained consistent quality across distributed delivery.
- Designed and delivered differentiated instruction across diverse learner populations, applying curriculum development principles and formative assessment strategies to close performance gaps.

CORE COMPETENCIES

Instructional Design (ADDIE, SAM, Backward Design) | Curriculum Development | Learning Experience Design | eLearning Authoring | Scenario-Based & Branching Learning | Facilitator Guide Design | Performance Support | LMS Administration & Content Governance | Assessment Design | Kirkpatrick Evaluation | Needs Analysis | Adult Learning Principles

TECHNICAL TOOLS

Articulate Rise 360 & Storyline 360 | Canvas LMS | SCORM / xAPI | Q-Stream | HTML / CSS / JavaScript | Adobe InDesign & Illustrator | Canva | Miro | Google Workspace | Microsoft Office Suite

EDUCATION

M.Ed. in Curriculum & Instruction | Virginia Commonwealth University | Expected 2026

Certificate: Instructional Design & Learning Sciences

B.A. in English | Virginia Commonwealth University