

HANNAH SHAMBLEY

Instructional Designer · Learning Experience Designer

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Instructional designer with 6+ years designing blended learning across corporate and K–12 settings, currently developing curricula for Capital One's Branch & Café network on the Readiness & Associate Experience (RAE) team. Grounded in adult learning theory, with hands-on Articulate 360 development, SME partnership, and Kirkpatrick evaluation.

PROFESSIONAL EXPERIENCE

Instructional Designer (Contract), Capital One, Readiness & Associate Experience (RAE)

Richmond, VA · Apr 2026–Present

- Design and develop eLearning for Capital One's Branch & Café network (60+ locations) in Articulate Rise 360 and Storyline 360, applying adult learning principles to turn complex financial-product and regulatory content into application-ready training.
- Partner with SMEs, facilitators, and learning-team stakeholders on an agile team of designers and developers, translating business intent into engaging learning materials across digital, virtual, and instructor-led modalities.
- Partner with the Instructional Design manager to roll out AI-powered virtual role play (VRP) in Rehearsal, elevating associate conversational confidence and scalability through interactive practice, immediate feedback, and consistent scoring.
- Keep a high-volume product training library accurate and operationally relevant by identifying outdated material and coordinating revisions through LMS workflows.

Educator & Curriculum Designer, Richmond Public Schools

Richmond, VA · 2022–2026

- Designed and delivered blended learning for 130+ learners annually across in-person and digital modalities, building a 25+ module Canvas LMS library with SCORM-based formative assessments, performance checks, and structured practice.
- Conducted needs analysis with administrators, department heads, and instructional coaches, translating stakeholder priorities into behavioral objectives and modular, maintainable curriculum systems.
- Raised assignment completion 12–18% through assessment-first design, structured feedback protocols, and iterative redesign informed by learner performance data.

Educator & Curriculum Designer, Henrico County Public Schools

Henrico, VA · 2020–2022

- Managed a \$16,787 grant-funded learning initiative reaching 950+ learners annually, owning needs analysis, design, multimedia development, and evaluation end to end.
 - Architected scalable instructional systems (standardized templates, workflow structures, and feedback protocols) that maintained consistent quality across distributed delivery without ongoing manual overhead.
 - Designed differentiated instruction and authentic assessments for diverse learner populations, closing measurable performance gaps through formative assessment strategies.
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CORE COMPETENCIES & TOOLS

Instructional Design (ADDIE, SAM, Backward Design)

Blended Learning & Digital-First Design

Canvas LMS · SCORM / xAPI · Q-Stream

Google Workspace · Microsoft Office

Agile Design & Development Workflows

Video Editing (Adobe Premiere, Camtasia) · InDesign · Canva

HTML / CSS / JavaScript

Articulate Rise 360 & Storyline 360

AI-Powered Learning Tools · Rehearsal VRP

Scenario-Based & Branching Learning · Simulations

Design Thinking & Human-Centered Design

Needs Analysis · Assessment Design · Kirkpatrick Evaluation

Facilitator Guide Maintenance · VILT · Performance Support

EDUCATION

M.Ed. in Curriculum & Instruction, Virginia Commonwealth University · Expected 2026 · 4.0 GPA · Certificate: Instructional Design & Learning Sciences

B.A. in English, Virginia Commonwealth University