ALEKSANDRA KHMELNIK

Learning Experience Designer & Program Manager

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Experienced instructional designer with 10 years creating faculty development programs, online learning experiences, and scalable educational solutions in higher education environments. Proven expertise in ADDIE methodology, Canvas LMS, and emerging educational technologies with measurable impact on teaching effectiveness and student engagement.

Core competencies:

- Instructional Design Methodologies (ADDIE, SAM)
- Faculty Development & Training
- Higher Education Learning Technologies
- Course Design & Quality Assurance
- Educational Research & Analysis
- Accessibility Compliance & Inclusive Design

SELECTED PROFESSIONAL EXPERIENCE

Assistant Director, Iowa Writers' Workshop — 2018-present

University OF IOWA, IOWA City, IA

- **Transformed onboarding and training** for 90+ graduate students and faculty teaching 50+ course sections, creating digital resources and workflows that reduced onboarding time and improved experience and effectiveness
- **Transformed learner engagement strategy** resulting in 400% increase in summer program applications and 3,000+ new mailing list subscribers
- **Designed and deployed scalable LMS modules** using ADDIE methodology, supporting 20+ course sections with interactive activities, multimedia content, and accessible design features
- **Led cross-functional collaboration** with faculty, IT, and administrative teams to implement new workflows and ensure seamless integration with existing systems
- **Ensured quality assurance** for online and hybrid courses, ensuring consistency in learning design and accessibility across all course modules
- **Strategically managed $1.5M budget**, supporting department growth initiatives and new program development

Recognition: *Staff Recognition 2025, 2024; President's Office Outstanding Staff Award 2022; Spot Achievement Award for instructional technology deployment 2020; Spot Achievement Award for fundraising efforts 2019*

Instructor/Fellow — 2015-2018

University of Iowa, Iowa City, IA

- **Designed outcome-driven learning experiences** combining interactive lectures with experiential learning exercises
- **Applied inclusive pedagogy principles** to serve diverse student populations and learning styles
- **Developed assessment strategies** aligned with learning outcomes and program objectives

Fellowship: *Provost Postgraduate Visiting Writer Fellowship 2017*

EDUCATION

Purdue University
Graduate Certificate in Instructional Design
2025

University of Iowa, Writers' Workshop
Master of Fine Arts in Creative Writing
2017

Rutgers University
Mini-Master's in UX Research and Design
2012

Brown University
Bachelor of Arts in Literatures and Cultures in English
2006

APPROACH

Collaborative instructional designer focused on evidence-based faculty development and scalable learning solutions. Expertise in translating complex educational concepts into accessible training programs while maintaining academic rigor and supporting institutional growth objectives.

Program Manager, eLearning User Experience   2009-2015
Wolters Kluwer Health, New York, NY

- **Led cross-functional teams** including developers, designers, and subject matter experts to deliver digital learning and reference products that supported sales and customer success initiatives

- **Managed full product lifecycle** from needs analysis through launch and performance evaluation, resulting in measurable growth for legacy products transitioning to digital platforms

- **Conducted learner analysis and stakeholder needs assessments** to inform product development strategy and user engagement approaches

- **Established user-centered design practices** and quality assurance standards across development teams, improving product effectiveness and customer satisfaction

- **Analyzed user engagement data and learning effectiveness** metrics to evaluate product performance, implementing data-driven improvements that increased user adoption rates and supported revenue growth objectives

- **Collaborated with subject matter experts and faculty** to ensure academic rigor and pedagogical effectiveness

Recognition: *Highest Growth Revision Award for design and launch of 5minuteconsult.com*

Associate Project Manager, Digital Learning   2007-2009
Macmillan Higher Education, New York, NY

- **Managed cross-functional teams** to build and launch dozens of LMS courses across academic disciplines using scalable instructional design processes

- **Designed and implemented content management systems** including internal wiki and project management software to increase team transparency and operational efficiency

- **Served as general problem-solver** in everything from accounting to QA to customer support, resolving questions and ensuring a smoothly running department

Recognition: *"Kick Ass" Award for learning module design and implementation for company sales meeting*

SKILLS

Content Development & E-Learning Tools	Analytics & Program Management	Instructional Design & Strategy
Articulate Rise, Storyline, Captivate	Learning analytics and engagement metrics analysis	ADDIE and SAM instructional design models
Adobe Creative Suite	Customer feedback analysis and program optimization	Needs analysis and learner assessment
Video production and multimedia development	User testing, research, and engagement	Modular, scalable content architecture
Canvas, Blackboard, Moodle (LMS administration)	Cross-functional project management and stakeholder collaboration	Accessibility compliance and inclusive design
HTML/CSS/JavaScript for custom learning interactions		SME collaboration & engagement