



Kassie Ramirez, M.S. Ed.

Senior Instructional Designer | Learning Experience Strategist | AI-Enabled Learning Architect
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Summary

Defines the real problem or gap behind a performance issue, then builds the solution that fits. Over 10 years across federal, military, and corporate L&D, that approach has scaled into real programs: onboarding for teams supporting 6M+ federal accounts, a leadership framework used across 750+ locations and featured by a COO, and military training presented to Pentagon-level Army leadership and approved for Army-wide deployment.

Drove AI adoption in instructional design before it was standard practice - securing approval, building the workflow, and cutting development time by an estimated 50%. That capacity went straight back into better learning design. Has stepped into program leadership as interim manager and second-in-command.

Skills and Expertise

Learning Strategy & Architecture: Learning Experience Design, Instructional Design, Curriculum Architecture, Needs Analysis, Performance Improvement, Assessment Design, Adult Learning, ADDIE, SAM, Backward Design

AI-Enabled Learning Development: Articulate AI, AI-Powered Learning Integration, Prompt Design, Workflow Improvement, Content Structuring, Scenario Development, Learning Interaction Design

Learning Modalities: E-Learning, ILT, VILT, Blended Learning, Microlearning, Scenario-Based Learning, Gamification, Soft Skills Training, Leadership Development, Call Center Training, Business Software Training

Tools & Platforms: Articulate Storyline 360, Articulate Rise 360, Adobe Captivate, Adobe Creative Suite, Moodle, Totara, Blackboard, Canvas, Brightspace, Microsoft Teams, SharePoint, Jira, Confluence, Visio

Technical & Compliance: SCORM, Section 508 Compliance, HTML, CSS, JavaScript, LMS Support, Learning Analytics, Research & Data Analysis, WCAG Accessibility Guidelines

Stakeholder Leadership: SME Collaboration, Stakeholder Management, Executive Presentations, Change Management, Cross-Functional Collaboration, Focus Groups, Qualitative Analysis, Project Leadership, ID Mentoring

Professional Experience

Senior Instructional Designer | ASM Research | Fairfax, VA (remote) 2021 - 2025

- Cut content and structure development time an estimated 50% by securing approval for Articulate AI, building AI-assisted workflows, and mentoring instructional designers on advanced prompting practices.

- Built scalable onboarding and performance support for 1,500+ agents supporting 6M+ federal accounts, translating complex customer service, Salesforce, financial literacy, and account processes into usable learning experiences.
- Improved learner readiness before live customer interactions by creating branching microlearning modules with variables, realistic practice, and 90%+ learner satisfaction.
- Designed gamified de-escalation and soft-skills training for 800+ customer service professionals, giving learners practical tools for high-pressure call situations.
- Led a team of 4 as interim manager for two months during an extended manager absence, in addition to ongoing senior project leadership as second-in-command.

Instructional Designer | Whataburger Restaurants | San Antonio, TX 2018 - 2021

- Co-created a leadership decision-making framework for 750+ restaurant managers, turning abstract values into step-by-step scenarios, job aids, and facilitator resources featured by the COO.
- Designed the training for the High Performing Teams pilot from the ground up, turning focus-group findings into framework activities that produced visible breakthroughs for managers. The pilot itself ended in a restructuring, but the framework was retained as an organization-wide tool.
- Built a visual competency dictionary and change-management resources deployed organization-wide across 750+ locations, giving HR Business Partners and managers a consistent way to apply leadership expectations.

Instructional Designer | Carney Incorporated | San Antonio, TX 2016 - 2018

- Translating regulatory Medical Readiness content into role-specific learning paths for Providers, Soldiers, and Leaders. Presented training to Pentagon-level Army leadership, securing Army-wide deployment approval.
- Prepared deploying soldiers to recognize and respond to combat stress symptoms by partnering with military psychologists to convert Army Regulations into field-realistic Combat Operational Stress Control (COSC) scenarios.
- Built interactive training with lighting simulation and equipment-based practice for medical photography readiness.

Additional Experience

- **Adjunct Faculty | Art Institute of San Antonio | San Antonio, TX | 2016-2020**
Taught animation, web design, and graphic design courses, applying adult learning principles.
- **Lead Designer and Training Specialist | Stone Oak Jewelers | San Antonio, TX | 2006-2016**
Led digital transformation from hand-carved wax models to CAD-based jewelry design, 3D printing, and laser engraving workflows. Reduced production time by 60%.

Education

Master of Science in Education Instructional Technology Indiana University	2014
Bachelor of Science Web Multimedia Design Kaplan University	2011
Associate of Applied Science Multimedia Technology Northwest Vista College	2005

Certifications & Awards

Generative AI for Learning & Development Training Magazine Network	2024
Achieving Eagle Award ASM Research	2022, 2023, 2024