

# SAMIYA HAI INSTRUCTIONAL DESIGNER

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Results-driven Instructional Designer with 15+ years of experience designing blended, eLearning, and instructor-led training that enhances learner engagement and drives measurable performance outcomes. Skilled in using rapid authoring tools to create innovative, learner-centered experiences for diverse audiences. Brings a strong foundation in learning theory and a proven ability to partner with stakeholders to solve business challenges through impactful, scalable training solutions. Experienced in applying adult learning theory, conducting needs analyses, and developing curriculum aligned with organizational goals across healthcare, insurance, education, and enterprise sectors.

## EXPERIENCE

**Learning Experience Designer, Manager** 2022-Present

New York Life Group Benefit Solutions

- Led end-to-end development of a consultative selling skills program using Articulate Rise for 300+ sales professionals, improving client engagement and sales effectiveness based on survey and manager feedback.
- Developed 15 courses for self-paced product knowledge program using Articulate 360 and Vyond for 500+ employees, reducing onboarding time by 20% and supporting ongoing learning.
- Created an enterprise learning campaign for 3,000 employees, including 4 video-based eLearning modules (Vyond, Rise), assessments, and manager reinforcement guides increasing clarity of risk roles and expectations.
- Partnered with stakeholders and leaders for end to end design of a blended SharePoint Administrator certification program to upskill employees to implement required business standards improving consistency across knowledge repositories.
- Evaluated sales enablement platforms over 9 months, partnering with vendors and sales leaders to define use cases, run pilots, and recommend the platform that best supported leadership's objectives and performance data.
- Manage multiple learning projects from planning through rollout, using communication plans and pilot groups to reduce rework and support smoother change for learners.
- Use AI-assisted tools to quickly ideate and refine learning assets, shortening design cycles while keeping content aligned with brand and learning objectives.

**Lead Analyst Instructional Designer**

Cigna Healthcare

2021-2022

- Created reusable eLearning and ILT templates in an Agile environment, increasing team productivity by 25% and reducing course development timeline by 2 weeks for a 10 member ID team.
- Designed and developed 5 work based learning courses in 10 months for new product and benefit training, impacting over 500 employees and improving knowledge retention.
- Created 6 software and process training modules using Storyline, Rise, and Camtasia, rolled out to 500+ employees and third-party vendors, improving workflow efficiency by 10%.
- Delivered 4 benefit focused ILT sessions (slide decks, job aids, facilitator guides) over 3 months, training 300+ employees reducing ramp up time for client facing employees.
- Led stakeholder meetings to assess training needs and develop targeted learning plans improving stakeholder satisfaction scores.
- Managed cross-functional projects from analysis to delivery, consistently meeting deadlines and improving quality of learning assets.

**Instructional Designer | Course Development | Curriculum Designer**

Placentia Yorba Linda USD – Yorba Linda, CA

2015 – 2021

- Scoped and developed a Business Management program with 3 courses, increasing program enrollment by 30% annually over 4 years.
- Conducted learning needs analysis and launched train-the-trainer initiatives, improving participant performance.
- Created slide decks, instructor guides, job aids, and assessments for 200+ learners using Storyline 360, supporting both in-person and virtual ILT delivery.
- Market, organize, and review application process for program participants ensuring completion of requirements of business program.

### **Online Learning Specialist | Trainer | Educator**

California Virtual Academies

2011 – 2015

- Created and delivered over 10 instructor led trainings yearly to large and small groups using blended learning techniques
- Selected and organized 6 e-learning courses in learning management system for diverse audiences and updating corresponding e-learning; designed learning aids and materials
- Developed assessments and analyzed data from learning management systems to evaluate learner progress towards instructional goals and identify areas of improvement

### **Curriculum Designer | Instructional Designer | Work Experience Coordinator | Educator**

Whittier Union High School District – Whittier, CA

2006 – 2010

- Developed 3 engaging online courses using blended learning to deliver content which resulted 15% increased enrollment
- Led cross functional team meetings in needs analysis, develop learning objectives and deliver instruction to push forward organization initiatives.
- Partnered with subject matter experts for development of training plans and assessments; deployed courses and trained the trainer on implementation.

### **Curriculum Designer | Instructional Designer | Educator**

East San Gabriel Valley ROPTC – West Covina, CA

2004 – 2006

- Designed and implemented a new course curriculum; set learning objectives and aligned instruction with performance objectives.
- Implemented rapid design and development models to provide course materials and curriculum to meet changing demands of a variety of audiences.

### **Operations Manager**

Gourmet India Food Company – Whittier, CA

1999 – 2004

- Developed project plans with different timelines to ensure timely production and delivery of products to customers.
- Collaborated with stakeholders to develop business plans, short- and long-term goals, objectives, policies and operating procedures.
- Performed training needs analysis and developed training based on knowledge gaps; monitored effectiveness through assessment data.

## **TECHNOLOGY INTEGRATION**

Articulate Storyline  
Adobe Illustrator  
Evolve

Articulate Rise  
Adobe Photoshop  
Asana

Vyond  
Camtasia  
Canva

## **LEADERSHIP DEVELOPMENT**

- **Propel Program** – As a high potential employee, nominated to engage in a cohort of 30 individuals to solve enterprise level business challenges using innovation and creativity.

- **Deep Business Overview Program** – Nominated to participate and gain deeper knowledge of New York Life core business units, operations, and enterprise strategy.
- **Career Builder Program** – Participated in CliftonStrengths-based leadership and performance development coaching to lean in to innate strengths and build skills.
- **NYL GBS Mentorship Program** – Mentored other GBS employees toward achieving their internal mobility goal and securing a new role.

## EDUCATION AND CERTIFICATIONS

### **Master of Arts in Educational Technology**

*Pepperdine University*

### **Instructional Designer and Elearning Developer**

*IDOL Academy*

### **Postbaccalaureate in Business Education**

*California Polytechnic University, Pomona*

### **Bachelor of Science in Business Management & Human Resources**

*California Polytechnic University, Pomona*

### **Certified Change Practitioner**

*Prosci*