

# SAMIYA HAI INSTRUCTIONAL DESIGNER

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Results-driven Instructional Designer specializing in blended, eLearning, and instructor-led learning that improves engagement and supports measurable performance outcomes. Builds modern, learner-centered experiences using rapid authoring tools and strong learning science to translate complex content into clear, usable training. Trusted partner to SMEs and business leaders, from needs analysis through design and delivery, creating scalable solutions aligned to organizational goals. Experience spans healthcare, insurance, education, and enterprise environments.

## EXPERIENCE

### Learning Experience Designer, Manager

2022-Present

New York Life Group Benefit Solutions

- Led design and launch of a consultative selling skills program for 300+ sales professionals, strengthening client conversations and sales effectiveness based on survey insights and manager feedback.
- Built and scaled a self-paced product knowledge curriculum (15 courses) for 500+ employees, reducing time to proficiency by 20% and improving onboarding consistency.
- Launched an enterprise risk learning campaign for 3,000 employees, improving clarity on risk roles and expectations through scenario-based learning and manager reinforcement.
- Partnered with business leaders to design a blended SharePoint Administrator certification pathway, building capability and standardizing governance across shared knowledge repositories.
- Directed a 9-month evaluation of sales enablement platforms, aligning stakeholders on use cases, running pilots, and recommending a solution that best supported leadership objectives and performance needs.
- Serve as a consultative partner to business leaders and SMEs, translating performance needs into learning solutions and aligning scope and rollout approach.
- Manage a portfolio of learning initiatives from discovery through rollout, using stakeholder alignment, pilots, and structured communications to reduce rework and increase adoption.
- Establish transition plans that shift ownership to the business, enabling leaders to sustain delivery and keep content current after launch.
- Apply AI-enabled workflows to accelerate storyboarding and iteration while maintaining quality, brand standards, and instructional integrity.

### Lead Analyst Instructional Designer

Cigna Healthcare

2021-2022

- Created reusable eLearning and virtual instructor led training templates in an Agile environment, increasing team productivity by 25% and cutting development cycles by 2 weeks for a 10-person team.
- Designed and developed 5 work-based learning courses over 10 months for new product and benefits training for 500+ employees, reinforcing correct application through scenario-based practice.
- Built 6 software and process learning modules for 500+ employees and third-party vendors, improving workflow efficiency by 10%.
- Led a 3-month rollout of a benefits-focused virtual instructor-led training, including train-the-trainer, enabling facilitators to train 300+ client-facing employees and reducing ramp-up time.
- Led stakeholder working sessions to assess needs and align on a targeted learning plan, improving clarity on scope and success measures.
- Managed cross-functional projects end to end, meeting timelines while improving consistency across learning assets.

### Instructional Designer | Course Development | Curriculum Designer

Placentia Yorba Linda USD – Yorba Linda, CA

2015 – 2021

- Led design and rollout of a 3-course Business Management program, increasing enrollment by 30% annually over 4 years.

- Partnered with leaders and SMEs across the district to scope needs, refine content, and align delivery expectations.
- Built program communications to drive awareness and participation, supporting sustained engagement year over year.
- Conducted needs analysis and delivered train-the-trainer, improving participant performance and supporting consistent facilitation.
- Analyzed completion data for district-wide reporting to inform funding decisions and budget planning.

## TECHNOLOGY INTEGRATION

Articulate Storyline  
 Adobe Illustrator  
 Evolve  
 Sana

Articulate Rise  
 Adobe Photoshop  
 Asana  
 Cognota

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**, *California Polytechnic University, Pomona*  
**Certified Change Practitioner**, *Prosci*