

SAMIYA HAI

INSTRUCTIONAL DESIGNER | CHANGE MANAGEMENT

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Results-driven Instructional Designer specializing in enterprise learning programs, blended, eLearning, and instructor-led solutions that drive readiness, adoption, and measurable performance outcomes. Experienced in aligning training with organizational change management to support large-scale transformation programs. Builds modern, learner-centered experiences using rapid authoring tools and applies frameworks like ADDIE and SAM to translate complex content into clear, scalable training. Trusted consulting partner to subject matter experts, technical teams, and business leaders, guiding the full design lifecycle from needs analysis through delivery and evaluation.

EXPERIENCE

Learning Experience Designer, Manager

2022–2026

New York Life Group Benefit Solutions

- Led design and launch of a cohort-based consultative selling skills program for 300+ sales professionals, applying backwards design to define measurable performance objectives and strengthen client conversations and sales effectiveness based on survey insights and manager feedback.
- Launched an enterprise risk learning campaign for 3,000 employees, supporting organizational change through stakeholder engagement, scenario-based practice, and manager reinforcement. Presented results to leadership showing readiness and adoption metrics including 80% intent to apply.
- Applied AI-enabled workflows to accelerate content development, from drafting scenarios and assessment questions to building content outlines, while maintaining quality, brand standards, and instructional integrity.
- Directed a 9-month evaluation of sales enablement platforms, aligning stakeholders on use cases and system readiness, running pilots, and recommending solutions supporting leadership objectives and performance needs.
- Built and scaled a skills-first product knowledge curriculum (15 courses) for 500+ employees, reducing time to proficiency by 20% and improving onboarding consistency.
- Partnered with business leaders to design a blended SharePoint Administrator certification pathway, building a skills architecture that standardized capability development and governance across shared knowledge repositories.
- Consulted with business leaders, SMEs, and cross-functional teams to translate performance needs into learning solutions, managing initiatives from discovery through rollout using stakeholder alignment, impact analysis, and communication planning to reduce rework and increase adoption.
- Established transition plans and train-the-trainer approaches shifting ownership to the business, enabling leaders to sustain delivery and keep content current after launch.

Lead Analyst Instructional Designer

2021–2022

Cigna Healthcare

- 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.
- Led a 3-month rollout of a benefits-focused virtual instructor-led training, facilitating train-the-trainer sessions with structured feedback and coaching, enabling facilitators to train 300+ client-facing employees and reducing ramp-up time.
- Designed and developed 5 work-based learning courses over 10 months for new product and benefits training for 500+ employees, using experiential learning principles to reinforce correct application through scenario-based practice.
- Built 6 software and process learning modules, job aids, and performance support tools for 500+ employees and third-party vendors, improving workflow efficiency by 10%.
- 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. Examples include software training across different business areas.

Placentia Yorba Linda USD

- 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 growing enrollment by 50% year over year.
- Conducted needs analysis and facilitated train-the-trainer using backwards design, improving participant performance and supporting consistent facilitation.
- Analyzed completion data for district-wide reporting to inform funding decisions and site budget planning of over million dollars.

TECHNOLOGY INTEGRATION

Articulate 360 Camtasia Sana Vyond Evolve Adobe Illustrator Adobe Photoshop Canva Cognota Asana
Microsoft Office Google Suite ChatGPT Claude CoPilot

LEADERSHIP DEVELOPMENT

- Completed Deep Business Overview, a nominated program to build cross-functional knowledge of enterprise operations, followed by CliftonStrengths-based coaching to develop leadership and management skills.
- Selected for Propel, a high-potential program focused on solving enterprise-level business challenges, and served as a mentor in the NYL GBS Mentorship Program, coaching employees toward internal mobility goals.

EDUCATION AND CERTIFICATIONS

Certified Change Practitioner, Prosci

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