

EMILY WHITMER

CONTACT

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EDUCATION

Michigan State University
Master's Degree Adult Learning

Alma College
Bachelor's Degree Psychology
Minors Gender Studies, Communications

CERTIFICATIONS

Certified Professional in Talent Development (CPTD)
Association of Talent Development (ATD)
2020-2026

Quality Matters APPQMR Certification
Quality Matters 2019

Instructional Design Certificate
Association of Talent Development (ATD)
2018

PROFESSIONAL CONTRIBUTIONS

Item Writer, CPTD Exam ATD (May 2024): [link](#)

Guest, TechSmith's The Visual Lounge Podcast (Mar 2023): [link](#)

Test Instrument Evaluator, CPTD Exam ATD (Sep 2022): [link](#)

Panelist, ELearning Designers Academy (Feb 2022): [link](#)

Speaker, DevLearn Managing Creative Teams Remotely: Fostering Trust, Candor, and Community (Oct 2022): [link](#)

ABOUT ME

Passionate Learning & Development professional and CPTD with over ten years of experience and a Master's in Adult Learning. Skilled in designing learner-centered solutions, leading cross-functional teams, and developing innovative content. Known for creating impactful learning experiences, fostering strong partnerships, and aligning solutions with business goals to drive performance.

WORK EXPERIENCE

Team Lead People, Learning & Development & Legal
Southwest Airlines, Learning & Development (Nov 2023 - Present)

- Led team of eight Designers, supporting design and development of ILT, vILT, eLearning, and blended solutions, impacting over 45,000 learners
- Facilitated Agile initiatives, managing project scope, timelines, and priorities to ensure the delivery of mission-critical learning solutions
- Provided strategy and leadership support to Design Committee of 18. Ensuring content quality, governance and accessibility standard support

Team Lead Ground Operations Below the Wing & Cargo
Southwest Airlines, Learning & Development (Oct 2021 - Nov 2023)

- Implemented Knowledge Management System to democratize knowledge, improve consistency, and support at least 30 active projects simultaneously
- Expanded team threefold, to meet project demands, supporting safety and driving performance within highly government regulated training space
- Innovated learning solutions to achieve business goals, including collaborating on winter ops application and expanding deice curriculum

Senior Manager of Education & Learning Technology
American Dental Hygienists Association (Dec 2020-Oct 2021)

- Led the creation of passive and active revenue streams through the innovation of new high-production learning products and services
- Strategic visionary of continuing education efforts, including LMS roadmap, online course development, accreditation, and virtual events.
- Conducted annual needs assessments to align learning initiatives with organizational strategic priorities, market trends, and budget forecasts

LMS Solutions Architect Contract
American Dental Hygienists Association Chicago, IL (Mar 2020 - Dec 2020)

- Designed, implemented, and customized Learning Management System serving approximately 100,000 end users
- Resolved issues and saved \$200,000 by integrating a paywalled solution that streamlined customer learning and internal training needs
- Authored strategic plans for LMS implementation, business continuity, and long-term sustainability through effective integration and maintenance

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STRENGTHS

1. Positivity
2. Individualization
3. WOO
4. Activator
5. Connectedness

SKILLS

- Learning Experience Design
- Instructional Design
- Adult Learning Principles & Methodologies
- Stakeholder Management & Collaboration
- Learning Needs Analysis
- Project Management & Prioritization
- Learning Technology & Authoring Tools
- Content Curation & Development
- Program Evaluation & Learning Metrics
- Curriculum Strategy
- Problem Solving & Creative Solutioning

AFFILIATIONS

The Learning Guild, Member

Association for Talent Development
National Member

Association for Talent Development
Dallas Chapter Member

SOFTWARE & TOOLS

- Articulate 360 Suite
- Adobe Creative Cloud
- PM Systems Jira, Wrike, Asana
- Learning Management Systems
- Data and Survey Tools

LANGUAGES

- Spanish
- Zulu
- Swati
- Xhosa

WORK EXPERIENCE CONTINUED

Instructional Designer- Enterprise Center for Learning Experimentation
Application and Research
University of North Texas (June 2019- December 2020)

- Provided technical expertise, strategy and process development for implementing, evaluating, and managing 12 media-rich Learning Experiences in partnership with Coursera.
- Tested emerging technologies, initiatives, and trends to provide guidance and coaching for faculty
- Led cross-functional team in creating videos, virtual reality labs, and graphic design elements for nine credit-bearing eLearning courses and six Mass Open Online Courses (MOOCs)
- Applied copyright and accessibility compliance to mitigate liabilities and ensure usability of all content in portfolio

Learning Technology Supervisor

Rotary International World Headquarters Chicago, IL (Aug 2016 - Jun 2019)

- Hired, supervised, coached, and evaluated the Learning Technology Team of cross-functional talent spanning seven international offices
- Developed 30+ scenario-based eLearning courses in nine languages using the Successive Approximation Model (SAM), totaling 300 courses.
- Delivered quarterly in-person and virtual training on video editing software to global experts in 200+ countries, covering best practices, policies, and procedures in eight languages.
- Analyzed LMS reports to make data-driven decisions on digital solutions and strategic direction, focusing on user completion rates, organizational needs, and NPS.
- Led cross-functional teams, including the Webinar Resource Group, increasing webinar production by 20% and member participation by 10%, resulting in 120+ annual productions in nine languages.

Enterprise Project Visionary Special Assignment

Rotary International World Headquarters Chicago, IL (Nov 2017 – May 2019)

- Visionary of Enterprise Project to launch a new Learning Management System, including the establishment of business process, change management, CRM integration, enrollment rules, system architecture, and product roadmap based upon organizational goals and priorities
- Architect and tool owner of social learning feature designed for learners to curate, rate, and download learning materials in a personalized environment

International Assembly Training Specialist Special Assignment

Rotary International World Headquarters San Diego, CA (January 2016)

- Provided essential support, coaching, and technical assistance to 500 organizational leaders during the two-week international training event.