

AMY HEBER

Senior Instructional Designer

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SUMMARY

Senior Instructional Designer with 10+ years of experience translating complex operational and financial systems into high-impact, learner-centered solutions.

- **AI-Driven Development:** Leverages generative AI to accelerate course production and convert legacy content into experiential, performance-based learning.
- **P&C Insurance & Complex Systems:** Deep domain expertise in Property & Casualty (P&C) insurance, specializing in excess/umbrella underwriting platforms, CRM environments, and enterprise-wide digital transformations.
- **Award-Winning Design:** First-place winner in the LINGOS e-Learning Global Giveback Competition.

TECHNICAL SKILLS

- **Authoring & Development:** Articulate Storyline, Articulate Rise, Camtasia, Articulate Replay, Software Simulations
- **AI & Workflow Integration:** Microsoft Copilot, ChatGPT, Gemini, Articulate AI, MidJourney, Zenarate (AI Role-Play), Synthesia (AI Video)
- **Design & Systems:** Learning Experience Design (LXD), SCORM/xAPI, Learning Management Systems, Adobe Creative Suite, MindMap
- **Standards & Operations:** Accessibility (WCAG), Microsoft Office, Teams, SharePoint, Agile

PROFESSIONAL SKILLS

Needs Analysis | AI Workflow Optimization | Course Development | Prompt Engineering |
Blended Learning | Property & Casualty (P&C) Insurance | Underwriting Systems | Gamification
| Script Writing | Branching Scenarios | Adaptive Learning | Sales Enablement

PROFESSIONAL EXPERIENCE

Instructional Designer | ADP (May 2026 – Sep 2026)

- **End-to-End ILT Development:** Designed and developed comprehensive Instructor-Led Training (ILT) to upskill internal implementation specialists on the ADP Workforce Now Next Generation platform, mapping curriculum directly to critical milestones for deploying payroll and HR solutions to enterprise and small business clients.
- **Standardized AI Knowledge Curation:** Curated comprehensive reference libraries—incorporating ADP Standards, SOPs, and proprietary OneNote knowledge bases—to ground Microsoft Copilot outputs in verified corporate data and maintain rigorous quality control.
- **AI-Driven Curriculum Transformation:** Transformed legacy, heavily scripted ILT materials into modern, learner-centered modules by establishing repeatable AI-prompt frameworks, drastically accelerating the reformatting process.
- **Automated Assessment Design:** Trained AI models to parse extensive, complex system documentation to rapidly generate scenario-based quizzes, shifting evaluations from simple knowledge recall to real-world application aligned with higher-level Bloom's Taxonomy.
- **Immersive Learning Integration:** Championed the shift toward experiential learning by integrating Zenarate to facilitate AI role-play coaching and performance-based practice for associates navigating payroll and on-demand cloud systems.

Instructional Designer | United Airlines, Chicago, IL (Jul 2024 – May 2025)

- Designed and produced detailed instructional videos documenting mobile cargo warehouse application procedures, translating operational workflows into clear step-by-step visual guidance for frontline personnel.
- Developed an annual compliance training course outlining catering vehicle and equipment security procedures in accordance with strict FDA regulatory standards.
- Collaborated with operational stakeholders to capture accurate procedural information and translate complex logistics processes into accessible, learner-friendly training materials.

Senior Lead Instructional Designer | Berkley Custom Insurance Managers, New York, NY (Aug 2020 – Jul 2024)

- Led a knowledge digitization initiative capturing institutional expertise through a series of 76 structured video interviews with senior underwriters and industry specialists, preserving critical organizational knowledge for enterprise-wide access.
- Designed and developed a secure SharePoint Knowledge Center to host training videos,

courses, and reference materials, creating a centralized resource for employee learning and operational knowledge sharing.

- Produced polished internal communication and marketing videos to support organizational initiatives and promote adoption of new learning resources.
- Collaborated closely with underwriting subject-matter experts and rapidly developed working expertise in Property & Casualty (P&C) and excess insurance underwriting to accurately translate complex risk concepts into accessible learning content.

Senior Instructional Designer | IAT Insurance, Chicago, IL (Sep 2019 – Aug 2020)

- Supported the transformation of the commercial P&C and Excess Underwriting division to a customized Duck Creek policy administration platform, developing training resources to guide underwriters through new system workflows.
- Produced 25+ step-by-step instructional videos documenting underwriting processes and system tasks to support user adoption during the platform transition.
- Designed and implemented a SharePoint learning portal to host training materials, videos, and reference guides for underwriting staff.

Senior Instructional Designer | Allianz SE Insurance, New York, NY (Oct 2018 – Sep 2019)

- Served as the instructional designer on a 45-member P&C Excess & Umbrella digital transformation team, supporting the migration of Allianz's underwriting legacy platform to the global CUBE system standard.
- Documented underwriting workflows within fast-paced Agile development cycles, translating evolving system processes into structured learning materials for underwriting teams.
- Produced 300+ learning assets, including step-by-step video tutorials and process guides, while supporting underwriting system adoption.

Senior Instructional Designer (Contract) | Healogics, Jacksonville, FL

- Developed a series of step-by-step instructional videos demonstrating workflows within a customized Salesforce CRM environment, enabling sales teams to adopt new system processes and improve consistency in client interactions.
- Translated complex CRM procedures into clear "how-to" learning assets supporting sales enablement initiatives, helping representatives navigate lead management, account tracking, and reporting workflows.
- Partnered with sales leadership and subject-matter experts to document system workflows and convert them into practical training materials designed for quick reference and on-the-job application.

- Supported the rollout of the customized Salesforce environment by delivering accessible training resources that helped sales teams quickly adapt to new tools and processes.

CERTIFICATIONS

- CPTD – Certified Professional in Talent and Development - 2022
- Camtasia Voyager Certification - 2024

EDUCATION

- **Bachelor of Arts**, New York University
- Majors: English Literature, Spanish Literature

LANGUAGES

- Spanish - Intermediate