

ADAM LEIBLER

Principal Instructional Designer | AI-Enabled eLearning Developer

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SUMMARY

Instructional designer and eLearning developer with craft dating to 2000, spanning federal, enterprise, SaaS, and regulated environments. I design and build learning that works — branching simulations, compliance eLearning, certification programs, onboarding systems — and I integrate AI into every stage of the production pipeline to ship faster without cutting quality. Built engineering education from zero at Twitch for 700 globally distributed engineers. Cut development timelines 40% at HHS while holding IACET and federal compliance. Led the Workday Learn transition at Terminix across 10,000+ employees. Earned a Brandon Hall Award for simulation design. Built and shipped Undrift — an AI co-facilitation tool — independently. The through-line across all of it: genuine craft, applied at scale, with measurable results.

CORE COMPETENCIES

Instructional Design & Development Articulate Storyline 360 · Articulate Rise 360 · Adobe Captivate · Lectora · Camtasia · Vyond (certified) · Canva · ADDIE · SAM · Agile ID · HPT · Blended Learning · Branching Scenario Design · Simulation Design · Curriculum Architecture · Kirkpatrick 1–4

AI-Enabled Workflows Generative AI workflow integration · Synthesia · HeyGen · ElevenLabs · Murf · Descript · Runway ML · GPT-4o · Claude · Articulate AI · AI-generated video/image assets · Automated content refresh pipelines

LMS & Technical Workday Learn (admin/implementation lead) · Cornerstone OnDemand (admin) · SumTotal (admin) · Moodle/Totara (admin) · xAPI · SCORM · LRS reporting · Section 508/WCAG 2.1 · HTML · CSS

Multimedia & Design Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, Audition) · Figma · Motion graphics · Instructional animation · Voiceover direction · Screen recording

PROFESSIONAL EXPERIENCE

Leibler Learning, LLC — *Principal Instructional Designer & AI Learning Consultant* | Oct 2022 – Oct 2025 · Louisville, KY (Remote)

Key clients: U.S. Dept. of Health & Human Services (HHS) · U.S. Dept. of Veterans Affairs (VA) · Frontdoor · Diversified

- Designed and ran an end-to-end generative AI adoption workflow for HHS — readiness assessment, role-specific enablement for non-technical staff, and LLM-driven content synthesis integrated into active production pipelines — cutting development timelines 40% while holding IACET and federal compliance standards.
- Designed and developed compliance eLearning for Frontdoor — adaptive branching scenarios, complex multimedia interactions, and bespoke AI-generated video and image assets — integrating AI throughout the storyboard, script, and asset pipeline.
- Rebuilt VA Acquisitions Academy project management curricula to 508-compliant, IACET-certified standards; integrated synthetic avatars and AI voiceover pipelines into VA eLearning modules, eliminating re-recording from content refresh cycles.
- Designed and shipped a hybrid ERP training program for Diversified — AI-augmented prototyping, scenario-based video simulations, and instructor-led delivery — reducing global employee onboarding time 30%.
- Ran performance analyses before every solution design; redirected scope away from training at HHS and Diversified when learning was not the actual performance gap.
- Built Undrift (undrift.io) — an AI co-facilitation tool that surfaces conversational drift and shallow consensus in real time — independently designed, developed, and deployed.

Twitch Interactive (Amazon) — *Program Manager, Engineering Education* | Mar 2021 – Oct 2022 · San Francisco, CA (Remote)

- Built the engineering education function from scratch for 700 globally distributed engineers — strategy, roadmap, content design, facilitation, and measurement — running it as an internal business unit with KPIs tied to engineering performance, not training completion.
- Cut new-hire time to first meaningful engineering contribution to under 30 days through scaffolded onboarding and early-tenure interventions.

- Designed cohort-based learning paths spanning onboarding, manager development, and high-potential programs using instructional scaffolding and spaced practice.
- Built adoption dashboards tracking usage, proficiency progression, and behavior change; reported impact directly to Engineering and HR leadership.
- Stood up internal champion networks and communities of practice that embedded new tools and ways of working into team workflows.

Terminix International (ServiceMaster) — *Instructional Designer II / LMS Administrator* | Sep 2017 – Mar 2021 · Memphis, TN

- Led the Workday Learn LMS transition for a 10,000+ employee enterprise — governance, content migration, compliance reporting architecture, and ongoing platform administration across six regions.
- Built the sales onboarding program from the ground up — used by every new sales hire (1,200+ learners) from 2019 through 2021.
- Led full analysis, redesign, and rebuild of the ASPIRE field technician program (1,800+ learners), previously consuming five regional trainers.
- Partnered with a certified entomologist to design ESA IPM and ACE certification prep courses and practice exams for pest control technicians.
- Designed and delivered blended learning — eLearning, ILT, vILT, branching scenarios, and job aids — across field operations, call centers, and shared services.

ELB Learning (formerly eLearning Brothers) — *Senior eLearning Developer* | Jul 2012 – Apr 2016 · American Fork, UT (Remote)

- Earned the Brandon Hall Award for Excellence in Learning — Best Use of Games and Simulation in Training — for bespoke Fortune 500 client work.
- Designed and developed high-fidelity simulations and eLearning for Fortune 500 clients including NASA, Coca-Cola, P&G, Ally Financial, and Little Caesar's.
- Engineered a modular library of 1,000+ Articulate Storyline, Lectora, and Captivate templates used by thousands of L&D practitioners worldwide.
- Mentored junior developers on Storyline, Lectora, and Captivate best practices; served as instructional design authority for enterprise clients on learning strategy, technology selection, and program architecture.

EARLIER EXPERIENCE

Independent Contractor (Leibler Learning, LLC) — *Learning Experience Designer* | Apr 2016 – Sep 2017 · Remote
Key clients: Vyond (GoAnimate) · USAA · MedicareRights.org

- Designed Vyond's inaugural global certification program from scratch — proficiency benchmarks, assessment architecture, and learning pathways for their web-based video production platform; the first structured way for users to prove platform proficiency.
- Converted MedicareRights.org's full training catalog from classroom and legacy formats into a complete 508-compliant Captivate suite — their primary product and top revenue generator — featuring animated narration, interactions, videos, knowledge checks, and assessments.
- Designed USAA-specific process training for banking operations in Articulate Storyline, built to strict accuracy and compliance requirements.
- Managed end-to-end project delivery independently across all three clients — needs analysis, SME coordination, storyboard, build, QA, and LMS deployment.

Independent Contractor — *Learning & Development Consultant* | Oct 2008 – Jul 2012 · Remote
Key clients: Ally Financial · AT&T · UNC Charlotte

- Converted Ally Financial's enterprise ILT compliance training suite — BSA/AML, CAN/SPAM Act, FDCPA, Fair Housing, Fair Lending, SARBOX, Bank Bribery Act, Anti-Corruption, Security, Document Retention, and Consumer Protection Act — into SCORM-compliant Lectora eLearning deployed worldwide with role-based learning plans.
- Ran full-cycle instructional design for AT&T and other enterprise clients — needs analysis, skill-gap assessment, content build, and rollout — across multimedia eLearning and virtual ILT.
- Served as Computer Science Department Assistant at UNC Charlotte (Sep 2009 – May 2010) — taught lab sessions, developed facilitation materials, and administered course content to the department's Moodle LMS.

Allen Tate Company — *Technical Trainer III* | Sep 2006 – Oct 2008 · Charlotte, NC (with regional travel)

One of three technical trainers at the 6th largest privately held real estate brokerage in the US at time of hire

- Rebuilt the new-agent technical training program from the ground up — replacing outdated printed materials with a complete professionally designed curriculum; produced a full-color spiral-bound participant guide with learning objectives, task/condition/standards, and a companion CD-ROM containing all classroom decks, forms, and sample marketing collateral.
- Built a complete instructor manual and facilitation guide — five days of structured content with daily arcs, ice breakers, knowledge checks, activities, and facilitator prompts — alongside an entirely new PowerPoint presentation with original graphics and animations.
- Trained approximately 400 agents across 20 monthly cohorts; built Allen Tate's first Lectora eLearning deployed to the company network as self-serve HTML; conducted monthly branch visits across approximately 16 offices in the Carolinas.

U.S. Army — *SGT E-5, Satellite Communications Operator / Maintainer (31S)* | Aug 1998 – Nov 2005 · Fort Eisenhower, GA · Stuttgart, Germany

- Designed and delivered full-cycle certification training — initial, on-the-job, sustainment, and recertification — for SATCOM operators and maintainers beginning in 2000; built the unit's technical training library of knowledge bases, job aids, certification tests, and training manuals.
- Trained and certified team members on MILSTAR and AN/GSC-40 SATCOM terminals, driving a 95% system reliability improvement; earned the Army Award for Maintenance Excellence for the European Theater SATCOM Certification Training Program.
- Served as Information Management Officer (secondary duty, 1999–2005) — network administrator across SECRET and UNCLASSIFIED Windows environments at Patch Barracks, Stuttgart.

EDUCATION

B.S., Organizational Leadership & Learning · University of Louisville · Coursework complete December 2026 · GPA: 4.0 · Phi Kappa Phi Honor Society

A.A., Liberal Arts · University of South Carolina · GPA: 3.5

CREDENTIALS & RECOGNITION

Certifications: CPTD Candidate (ATD) · Lectora Certified Advanced Author · Criterion Referenced Instruction (CRI) · Instructional Module Development (IMD) — Mager Associates / CEP

Awards: Brandon Hall Award for Excellence in Learning — Best Use of Games and Simulation in Training · U.S. Army Award for Maintenance Excellence — European Theater SATCOM Certification Training Program · 3× Army Achievement Medal

Memberships: Articulate Community Hero · ATD · ISPI · eLearning Guild

Independent Build: Undrift (undrift.io) — AI co-facilitation tool, independently designed, developed, and deployed