

ERIN ABUAWAD

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PROFESSIONAL SUMMARY

Senior Instructional Designer and Enterprise Learning & Development leader designing scalable, measurable training systems. Certified Lean Six Sigma Black Belt (CLSSBB) applying DMAIC methodology to connect every learning solution directly to business performance outcomes. Expertise: instructional design (ADDIE/SAM), curriculum governance, learning systems architecture (LMS/LXP), change management, learning operations, sales enablement, AI-augmented design. Proven: 100% and 98% first-attempt pass rates, 25% enterprise learning KPI improvement, 20% gain in critical thinking proficiency, and 50K+ learners reached through a single district-wide SEL initiative. Skilled in stakeholder alignment, vendor management, KPI development, Kirkpatrick measurement, talent development, and team leadership across education and corporate environments.

SKILLS

Instructional Design (ADDIE, SAM) | Curriculum Architecture & Governance | Learning Experience Design (LXP) | Enterprise Learning Systems (LMS) | Change Management | Learning Operations | Talent Development & Coaching | Sales Enablement | Client Acquisition | Performance Analysis & KPI Development | Kirkpatrick Model (Levels 1-4) | Data-Driven Program Evaluation | Stakeholder Alignment & Vendor Management | Team Leadership & Evaluation | Instructor-Led & Virtual Training Delivery | Operational Efficiency | AI-Augmented Design | Adult Learning Theory | Needs Assessment (Front-End Analysis) | Project Management | Cross-Functional Collaboration

Technical: Cornerstone OnDemand, Highspot, Salesforce, Instructure Canvas, Adobe Creative Cloud, Adobe eLearning Suite, Articulate 360, Articulate Rise, Camtasia, SCORM Standards, Google Workspace, Microsoft 365, Asana, Anthropic Claude, Google Gemini, Perplexity, Workday

EXPERIENCE

Senior Instructional Designer & Learning Systems Lead (Media Specialist) • Dallas ISD, November 2024 - Present

- Lead enterprise learning systems redesign using AI-augmented design to accelerate curriculum development; architect ADDIE-based solutions tied to measurable performance outcomes through KPI-driven evaluation frameworks, delivering a 15% improvement in results in the first cycle.
- Manage team of 4, providing formal one-on-one coaching, curriculum feedback, and ramp-up support that improved team output; direct curriculum design, delivery quality, and program evaluation using Kirkpatrick Level 3/4 methodology to measure learning transfer and business impact.
- Leverage AI across the full learning lifecycle, including AI-generated course outlines, curriculum maps, intelligent assessment generation, and personalized learning path recommendations, to reduce design-to-deployment cycle time.
- Own learning program governance; partner with executive stakeholders and subject matter experts to translate organizational performance gaps into scalable training solutions designed for district-wide use, currently deployed across team.

Curriculum Architecture Lead & Senior Teacher • Arlington ISD, August 2015 - August 2023

- Designed enterprise curriculum architecture and governance model across 4 departments at Arlington ISD, establishing approval authority and oversight of all instructional materials and professional development.
- Directed a team of 4 English teachers, providing ongoing curriculum feedback that improved instructional output; model was adopted as a replicable standard across multiple departments, reducing design-to-deployment cycle time and ensuring consistency across enterprise-scale learning.
- Developed a TSIA college-readiness curriculum system deployed to 425 faculty and staff for implementation with their own students; personally piloted the system with 104 students, achieving a 100% first-attempt pass rate through backward-design methodology and Bloom's-aligned learning objectives.
- Led a team of 25 to design and deploy a district-wide Social-Emotional Learning (SEL) curriculum, achieving a 25% improvement in KPIs and reaching 50,000+ students across the district.

Learning Systems Designer & Visiting Professor • El Centro College, August 2012 - July 2016

- Designed and led enterprise learning program supporting 100+ faculty and staff; owned curriculum development, instructor training, and outcomes measurement using a Kirkpatrick-based evaluation framework.
- Engineered TSI college-readiness curriculum, achieving 98% first-attempt pass rate through aligned learning objectives, targeted practice, and formative assessment.
- Established data-driven evaluation methodology (Kirkpatrick Level 3: transfer of learning) adopted as departmental standard; led full program lifecycle from needs analysis through impact measurement.
- Led the college's Quality Enhancement Plan (QEP) initiative to improve critical thinking proficiency; developed curriculum and produced original video content, achieving a 20% increase in student critical thinking proficiency in the first cycle.

Project Manager • CL Transcriptions, August 2011 - July 2016

- Personally led new client acquisition and the full sales cycle, from pitch development through close, in a family-owned HIPAA-regulated transcription business with no dedicated sales team, securing accounts including Kaiser Permanente and Weatherford Regional Medical Center.
- Engineered 4-hour turnaround time (6x improvement over 24-48 hour industry standard) across 16-person medical transcription team while sustaining 99% accuracy on 50,000+ monthly records in regulated HIPAA environment.
- Designed and delivered technical onboarding curriculum for Meditech platform across Kaiser Permanente, Weatherford Regional Medical Center, and physician clients; accelerated time-to-productivity by 40%.
- Managed 20+ concurrent client accounts in HIPAA-regulated environment; drove process improvements reducing operational costs 15% while maintaining service quality benchmarks.

Instructional Designer & Adjunct Professor • Tarrant County College, August 2011 - November 2024

- Redesigned Humanities curriculum five times across traditional, online, and hybrid modalities over a 13-year engagement, sustaining a 92% student success rate through continuous data analysis and rapid iteration.
- Developed curriculum architecture for the Weekend College program, serving nearly 1,500 students; the resulting instructional design contributed to the program earning independent college status from the Texas Higher Education Coordinating Board, a measurable, accreditation-level outcome.

CERTIFICATIONS

Lean Six Sigma Black Belt, Six Sigma Academy Amsterdam, 2021

Principal as Instructional Leader Program, Lamar University, 2026

Canvas Certified Designer & Instructor, Canvas Credentials (Badgr), 2021

E2L Certified Data-Informed Coach, Engage2Learn, 2020

Teacher Leader Coach, ASCD (Association for Supervision & Curriculum Development), 2022

Professional Learning Standards Certification, Learning Forward, 2019

Google Certified Educator Level 2, Google, 2023

Quality Matters: Tools for Quality Assurance for Continuing and Professional Education, Quality Matters, 2020

EDUCATION

PhD Candidate, English | University of Texas at Arlington

Master of Arts, Humanities | University of Texas at Arlington

Bachelor of Arts, Philosophy | University of Texas at Arlington