

Erin Abuawad, M.A., CLSSBB

Senior Instructional Designer | Sales Enablement & Corporate L&D | Lean Six Sigma Black Belt
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PROFESSIONAL SUMMARY

Results-driven Instructional Designer and curriculum architect with 13+ years converting complex performance gaps into learner-centered, data-validated training solutions across blended, virtual, and eLearning modalities. Proven record of measurable outcomes: 100% and 99% accuracy rates, 98% first-attempt pass rates, 40% training retention improvement, and 20% documented performance gains at enterprise scale. Proficient in Articulate Storyline 360, Articulate Rise, Camtasia, and SCORM-compliant content delivery; experienced administering Learning Management Systems (LMS). Certified Lean Six Sigma Black Belt (CLSSBB) — applies DMAIC rigor to define KPIs, measure learning transfer, and connect training directly to measurable business and operational outcomes.

TECHNICAL SKILLS

Authoring / Multimedia:

Articulate Storyline 360, Articulate Rise, Camtasia, Adobe Captivate, Vyond, Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

Standards:

SCORM, xAPI / Tin Can, HIPAA-compliant workflow design

Platforms / LMS:

Cornerstone OnDemand (CSOD / myLearning), Canvas LMS, Highspot, Salesforce (working knowledge)

Methodologies:

ADDIE, SAM, Bloom's Taxonomy, Kirkpatrick Model, Needs & Performance-Gap Analysis, Rapid Prototyping, DMAIC

Project Tools:

Asana, Monday.com, Microsoft Teams, Advanced Microsoft Office, Google Workspace

EXPERIENCE

Demonstration Teacher / Instructional Designer

Dallas Independent School District · Dallas, TX · November 2024 – Present

- Designed and deployed data-driven blended, virtual, and instructor-led professional development programs for 100+ adult educators as trainer of trainers, applying ADDIE and adult learning theory to produce measurable instructional performance improvements across the campus.
- Built KPI-driven evaluation frameworks tied to explicit Bloom's-based learning objectives, enabling continuous tracking of learning transfer and driving data-informed content improvements that closed documented performance gaps.
- Partnered with campus leadership and subject matter experts (SMEs) to conduct performance-gap analysis and translate complex instructional challenges into targeted curriculum architectures — producing strategic, evidence-based learning solutions deployed at enterprise scale.
- Integrated culturally responsive practices, instructional technology, and innovative design strategies, strengthening learner engagement and accelerating measurable performance improvement across campus-wide systems.

Instructional Designer & Teacher

Arlington Independent School District · Arlington, TX · August 2015 – August 2023

- Engineered a district-wide curriculum system from needs analysis through full implementation, achieving a 100% first-attempt pass rate on the TSIA 2.0 college-readiness assessment — a district-first result delivered within Year 1 of deployment.
- Administered the district Learning Management System (Canvas) as sole LMS trainer and administrator, onboarding 100+ staff and standardizing content governance, resulting in consistent, standards-aligned program delivery across all departments.
- Architected a district-wide behavior-change (SEL) learning initiative from scratch using project management methodologies, contributing to 95%+ of students graduating with Associate degrees through systematically targeted instructional design.
- Developed district-wide learning frameworks across English, Humanities, and Creative Writing, establishing a replicable curriculum governance model aligned to program standards and adopted across multiple departments and grade bands.

Quality Enhancement Plan Developer & Instructor

El Centro College · Dallas, TX · August 2012 – July 2016

- Spearheaded full-lifecycle design of a multi-year Quality Enhancement Plan (QEP) learning program — conducting needs analysis, building curriculum, and training staff — producing a 20% increase in measured critical-thinking outcomes within a single evaluation cycle.
- Launched an achievement-driven TSI Bootcamp using rapid-development instructional design principles, achieving a 98% first-attempt pass rate by aligning learning objectives, practice activities, and formative assessments to targeted performance outcomes.
- Applied Kirkpatrick-aligned performance data and iterative intervention design to continuously monitor and improve program results, establishing a replicable data-driven evaluation model adopted as a departmental standard.

Project Manager

CL Transcriptions · August 2011 – July 2016

- Led and managed a 16-person medical transcription team, engineering a 4-hour turnaround time (TAT) — a 6x improvement over the 24–48-hour industry standard — while maintaining a 99% accuracy rate across 50,000+ records processed monthly.
- Designed, developed, and implemented staff training materials and onboarding programs that produced a 40% improvement in training retention metrics, accelerating time-to-productivity and reducing error rates across the full team.
- Managed 20+ concurrent client accounts in a regulated healthcare environment, driving process improvements that reduced operational costs by 15% while sustaining service quality benchmarks and client satisfaction standards.
- Maintained 100% HIPAA compliance across all transcription workflows and client data handling procedures, implementing quality control protocols that eliminated compliance gaps and protected sensitive patient health information throughout a 5-year engagement.

CERTIFICATIONS

- Lean Six Sigma Black Belt (CLSSBB)
- Educational Leadership & Management Certification — Principal as Instructional Leader (PAIL) · Projected May 2026
- Data-Informed Performance Coaching Certification (Engage2Learn / E2L)
- Professional Learning Standards (Learning Forward)

EDUCATION

The University of Texas at Arlington

PhD, English — Composition & Rhetoric Theory (ABD)

Master of Arts, Humanities — Intersectionality Theory Focus

Bachelor of Arts, Philosophy · Minor: Humanities