

Alissa Galyean

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Learning Experience Designer

Champions content effectiveness

Accomplished Senior Instructional Designer creating impactful learning experiences by applying instructional design theory, identifying effective training media, and adopting adult learning methods. Leads talented teams to create and deliver engaging content that optimizes learning experiences for targeted audiences. Drives employee engagement by defining visions, building trust, assessing performance, and analyzing goals. Identifies continuous improvement opportunities through research, creative planning, and project management.

Core Expertise

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| + Learning & Development | + Curriculum Design | + Multimedia Design |
| + Design Thinking | + Learning Experience Design | + Innovative Thinking |
| + Relationship Building | + Creative Leadership | + Data Analytics |

Professional Experience

VP, Instructional Designer • Morgan Stanley

11/2024 - Present

- Partnered with business and technology stakeholders to gather requirements, define project scope, and assess downstream impacts to existing processes and workflows.
- Conducted enterprise-level needs assessments with training design advisors and project managers to evaluate impact across Wealth Management field audiences.
- Defined measurable learning objectives and success criteria, aligning outcomes to appropriate learning modalities to deliver scalable training curricula.
- Designed and developed multi-modal learning solutions, including e-learning, instructor-led training, performance support tools, sandbox environments, and AI-driven customizable learning paths
- Documented end-to-end workflows and managed content review cycles to ensure accuracy, compliance, and deployment readiness.
- Developed and maintained interactive learning experiences using Articulate 360 (Storyline, Rise), Adobe Captivate, and Adobe Experience Manager while managing multiple initiatives with strong communication and organizational skills.

Senior Instructional Designer • eBay

06/2018 - 03/2024

- Oversaw content development initiatives to deliver personalized, scalable e-Learning curriculum and instructor trainings.
- Designed compliance curriculum training to support in-house and off-shore customer partners, increasing compliance accuracy levels by 16%, improving global payment processing operations.
- Developed international tax reporting training curriculum to enable four product releases across Europe and the United Kingdom, optimizing customer experiences by eliminating non-compliance penalties by 34%.
- Created and implemented a 1-week learner-driven culture training program that grew employee engagement levels by 18%.
- Developed learning library of 40+ on-demand skill building micro-learning courses to enable independent employee professional development
- Updated Instructional Design team LMS processes, LMS, content labels, and resolved learner accessibility issues affecting 1,100+ outdated training courses and resources.

Instructional Designer • Jet.com

02/2017 - 06/2018

- Overhauled new hire training programs from 2-days to 5-days, decreasing turnover by 13%.
- Collaborated with executive leadership to identify critical e-Learning curriculum issues, reducing customer questions concerning product/service returns by 59%.
- Mentored, coached, and train a creative team of content writers, curriculum developers, and trainers to brainstorm concepts, provide constructive feedback, and produce quality content creation.
- Delivered customized training to improve team performance by addressing weaknesses, highlighting strengths, and identifying professional development opportunities.

Learning & Development Program Manager • Pinnacle Entertainment

03/2016 - 02/2017

- Produced customized, operations-based training content to optimize employee engagement across enterprise 12 properties, including customer service training, leadership training, regulatory training, and on-the-job training.
- Designed and delivered a 10-day training and instructional design seminar to improve team performance for 20 property-based employees, including a comprehensive Trainer Certification methodology program.
- Provided monthly one-on-one coaching to streamline learning and delivery operations across all enterprise locations, addressing course material questions, and LMS concerns to achieve quality results.
- Supported 16,500 employees globally distributed at 18 locations through the development, supervision, and administration of SuccessFactors Learning Management System (LMS).

Additional Career Experience

Multimedia Instructional Designer, Pinnacle Entertainment

Business Learning Specialist, MGM Resorts International

Graphic Artist, JA Tiberti Construction

Public Relations & Graphics Arts Specialist, Fern Adair Conservatory of the Arts

District Executive, Boy Scouts of America

Graphic Artist, Houdini Magic

Education

Master of Arts (MA) – Information & Learning Technologies, eLearning Design, University of Colorado Denver

Bachelor of Arts (BA) - Technical Writing & Editing, Brigham Young University

Licenses & Certification

UX Design Professional Certificate, Google

Learning Design Certificate, Association for Talent Development (ATD)

Measuring Learning Effectiveness, LinkedIn

Creating & Deploying Microlearning, LinkedIn

Designing Emotion: How to Use Design to Move People, LinkedIn

Inclusive Instructional Design, LinkedIn

Leading and Motivating People with Different Personalities, LinkedIn

Using Neuroscience for More Effective L&D, LinkedIn

Data-Driven Learning Design, LinkedIn

Organizational Learning & Development, LinkedIn

Technology

Articulate 360 (Storyline, Rise), Adobe Creative Suite (Photoshop, Illustrator), Adobe InDesign, Adobe Experience Manager, Microsoft Office Suite (Word, PowerPoint, Excel), Figma, OpenAI