

LORI MORGAN

Learning Experience Designer | UX-Informed Learning |
Learning Analytics | Performance Improvement

PROFESSIONAL SUMMARY

Learning Experience Designer with 20+ years of experience designing data-driven, user-centered learning solutions for diverse adult learner populations. Expert in translating complex data and performance gaps into intuitive learning experiences using UX principles, learning analytics, and instructional design frameworks. Proven ability to align learning strategy with measurable organizational outcomes, improve learner performance, and deliver scalable e-learning solutions.

CONTACT

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- 📍 Melissa, Texas

CORE COMPETENCIES

- Learning Experience Design (LXD)
- Instructional Design
- Learning Analytics
- Performance Consulting
- UX Design for Learning
- Design Thinking
- ADDIE
- Agile Development
- Needs Analysis
- Curriculum Design
- E-learning Development
- Storyboarding
- Evaluation & Measurement
- Stakeholder Management
- Articulate Storyline
- ILT Design
- AI-Enhanced Learning Tools

WORK EXPERIENCE

Instructional Designer / Learning Experience Designer Concentra Oct 2021 - Present

- Designed and maintained end-to-end New Hire Learning Journeys for clinical and non-clinical roles, improving onboarding consistency and learner transition outcomes.
- Leveraged departmental data and learner feedback to identify performance gaps and recommend strategic learning interventions with measurable benchmarks.
- Developed high-fidelity e-learning modules using ADDIE and rapid development methodologies to meet urgent business needs.
- Partnered with SMEs and leadership as a performance consultant, defining learning scope, objectives, and solution strategy.
- Created detailed storyboards and UX-informed designs to translate complex concepts into intuitive, learner-centered experiences.
- Facilitated milestone reviews with stakeholders, delivering data-backed recommendations to ensure alignment with organizational goals.
- Utilized agile reporting methods to track lifecycle progress and ensure timely delivery of learning solutions.

Instructor / Learning Designer Central Texas College Apr 2019 - Jan 2022

- Designed end-to-end e-learning and ILT solutions to close performance gaps and improve career readiness outcomes.
- Conducted comprehensive needs analyses for adult learner groups (18-20 participants) to align learning design with real-world performance needs.
- Synthesized assessment data into 3-5 measurable learning objectives per module, ensuring clarity and performance alignment.
- Managed learning outcomes databases and generated data-driven reports to evaluate program effectiveness.
- Applied UX principles to create engaging, intuitive learning resources that supported real-world application.
- Achieved an 89% learner satisfaction rate, with learners reporting measurable impact from custom-designed resources.
- Translated complex data sets into actionable learning paths for diverse learner populations.

EDUCATION

Masters Curriculum & Instruction
Abilene Christian University
2009 - 2011

TECHNOLOGY

- Articulate Storyline
- Rise 360
- LMS Platforms
- Asana
- Microsoft Office Suite
- Data Reporting Tools
- AI Learning Tools
- Well Said Labs

WORK EXPERIENCE CONTINUED



Evaluator / Learning Analyst

University of Colorado Anschutz Medical Campus Mar 2021 - Oct 2021

- Facilitated focus groups and needs analysis sessions to gather qualitative and quantitative data for learning design decisions.
- Synthesized complex datasets into stakeholder reports to identify trends and improve organizational performance outcomes.
- Collaborated with SMEs to develop and refine needs analysis tools, improving data integrity across the design lifecycle.



Teacher / Learning Facilitator

Killeen ISD

Aug 2019 - Mar 2021

- Led cross-functional teams of 5-8 members in reviewing needs analysis data and developing instructional materials.
- Applied iterative design principles to improve ILT materials based on learner performance gaps.
- Conducted needs analyses for groups of 20-30 learners to design personalized learning pathways.
- Defined strategic learning objectives and selected instructional strategies to ensure measurable outcomes.
- Analyzed performance data to inform continuous improvement of learning solutions.
- Mentored new team members in instructional design practices and educational technology.
- Led performance initiative that contributed to a 10% increase in assessment outcomes and received organizational recognition.
- Improved learner outcomes, with 85% of learners meeting or exceeding performance benchmarks annually.
- Mentored 71% of direct reports to achieve advanced certification and graduate-level credentials.



Education Specialist

Texas A&M Health Science Center

Nov 2014 - Aug 2019

- Developed professional development e-learning and job aids resulting in a 25% increase in curriculum documentation completion.
- Implemented and managed Asana workflow systems, improving productivity and on-time delivery by 15%.
- Produced multi-course performance comparison reports aligned with state and national standards.