





Dr. Jacqueline Bowler

Instructional Designer | UX Researcher

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Experience

Sam Houston State University | Instructional Design Manager Feb. 2022 – Present, Huntsville, TX (Remote)

- Manage complex instructional design projects for high-profile external clients including the Institute of Homeland Security, Texas Department of State Health Services, and Texas Forensic Science Commission including 100+ learning modules and 25 certificate programs.
- Develop engaging, learner-centric content grounded in instructional design theory that feature interactive elements, high-quality videos, and data visualizations.
- Lead cross-functional teams of up to 30 people using agile methodologies and project management frameworks. Consult with stakeholders to align learning solutions with organizational goals, provide technical training, and lead presentations. Regularly analyze learner progress to enhance learning outcomes.
- Design using authoring software including Articulate 360 and Adobe Captivate, utilize AI to scale projects and improve workflows, and administer 400 courses across different LMS and learner registration.

St. John's University | Adjunct Professor 2017 – 2021, Queens, NY

Designed & taught “History of Mass Media” and “Multimedia Narrative” in-person, hybrid & online.

New York University | Adjunct Professor 2019 – 2020, New York City, NY

Designed & taught “Listening: Sound, Music, Noise” | Dept. of Media, Culture & Communication.

The Music Playground | Instructional Designer 2019 – 2020, New York City, NY

Developed training module for new interns on ASCAP, BMI, and copyright laws.

Rensselaer Polytechnic Institute | Teaching Assistant 2014 – 2017, Troy, NY

Spearheaded the digital tutoring program at the RPI Center for Communication. Specialized in teaching and tutoring scientific, engineering, and technical writing.

The Old Town School of Folk Music | Piano Instructor 2009 – 2013, Chicago, IL

As a lead private piano instructor with 25-30 students a week, I specialized in repertoire building, music theory, composition, and jazz.

Mass Ornament Films | Editorial Assistant 2012 – 2019, Chicago, IL

Editorial assistant for *Needle* (2013), **first place winner of 2013 Cannes Film Festival Cinefondation Award** and for *House of Hummingbirds* (2019), **winner of Best International Feature Film at the 2019 Tribeca Film Festival**.

Summary

Ever since building computers with my father in the 1990s, I have been inspired by how people use media technology to tell stories, educate, and express themselves. I am a versatile technologist and instructional designer with a proven track record of developing high-impact learning solutions from extensive technical content. I consistently exceed stakeholder expectations through a fluency of authoring software, leadership of cross-functional teams, academic experience in user experience research, and expert writing and communication skills.

Education

PhD in Communication & Rhetoric | 2020 Rensselaer Polytechnic Institute | Troy, NY Focus: Audiovisual rhetoric & documentary music

Master of Arts in Communication | 2015 University of Illinois | Chicago, IL Focus: New media technology & the music industry

Bachelor of Arts in English | 2008 Cal Poly | San Luis Obispo, CA

Study Abroad | 2006

Universiteit Utrecht | The Netherlands

Skills

Instructional Design

- Mastertrack ID Certification | University of Illinois (2020)
- Design learning modules and SCORM with Articulate 360 and Adobe Captivate
- Screen capture with Camtasia
- Wireframe with Figma
- Administer LMS and SCORM packages on Canvas, Blackboard, and Moodle

General

- Microsoft 360 Adobe Creative Suite
- Wordpress CSS/HTML
- Create Qualtrics Forms
- Ideate with Miro Boards
- Project Management Scheduling on Monday.com
- Utilize AI tools using advanced prompting

Audiovisual

- Ableton Live
- Adobe Audition
- ProTools
- Premiere
- After Effects
- Descript
- General AV

Extracurricular

- Fluent in Spanish
- Pianist and electronic music composer
- Lover of film, documentaries, novels, cooking, comedy, and Shih Tzus