

Shelley van Niekerk

Senior Learning Experience Designer

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PROFILE

Creative learning expert fueled by a passion for understanding human behavior. Adept at applying adult learning theory and instructional technology throughout the full cycle of design to ensure accessibility, engagement, and measurable results. Recognized for award-winning, imaginative approaches that transform complexity into empowering learning experiences.

PROFESSIONAL EXPERIENCE

Senior Learning Experience Designer | (10/25 – present)

Learning Experience Design Specialist | (03/24 – 10/25)

Aledade, Inc. | Remote | Full time

Lead the full design lifecycle of scalable, credentialed learning programs by partnering cross-functionally with subject matter experts (SMEs) and stakeholders to translate complex health-tech concepts into actionable training aligned to business goals, behavior change, and measurable outcomes:

- Designed an inaugural live learning network for operations leaders, including facilitation framework, role competencies, series curriculum, data-informed evaluation, and post-session reinforcement; the pilot session engaged 358 live participants reporting an 81 NPS and 95% likelihood of future attendance
- Developed the company's first badged and accredited learning pathways, available on-demand and tailored to clinical personas; in the first six months post-launch, they drove 592 Credly badge completions, an 84 net promoter score, and 98% reported increased learner confidence
- Received Aledade's *Excellence Spotlight Award* for this work—recognized for building the successful pilot learning experience and creating foundational processes to support future implementation at scale
- Created instructional design blueprints, project management tools, and standardized development templates adopted across the team to streamline delivery of credentialed learning experiences
- Designed rigorous, scenario-based assessments and learner surveys grounded in the Kirkpatrick model, ensuring alignment with objectives and accreditation standards to generate data-driven insights
- Built high-quality instructional resources in multiple formats—including microlearning, eLearning, job aids, and video—applying adult learning theory and UX principles to ensure accessibility and uptake

Instructional Designer and eLearning Developer

Freelance | Remote | Contracts | 04/23 – 03/24

Provided strategic consulting and led end-to-end instructional design and development of digital learning solutions for clients across industries, adapting to diverse needs and contexts:

- **Technical Content Developer, Amazon Web Services (AWS):** Contributed to a large contract team developing a technical Python course within a broader AWS certification program for junior web developers—produced Vyond animated explainer videos, designed custom graphics in Adobe, and edited content to improve structure and flow
- **Curriculum Developer, Sail Dive Explore:** Collaborated with SMEs to design instructor-led training (ILT) for a PADI specialty diver course, strengthening market differentiation through expanded certifications
- **Instructional Designer, CORElander Coaching:** Created branded job aids and onboarding tools that streamlined client intake, improved the overall user experience, and reduced intake time by 30%

Lead Learning Designer

Rumie | Remote | Volunteer | 09/23 – 05/24

Led a team of learning designers—overseeing peer reviews, guiding quality standards, maintaining project timelines, and fostering team engagement while driving delivery in 3-week sprint cycles:

- Designed and rapidly developed data-informed microlearnings for a diverse global audience of 2+ million users, optimizing accessibility and closing knowledge gaps with engaging multimedia content
- Authored a *Financial Literacy* microlearning that won a *Rumie Impact Award*, recognized among 130 microlearnings published in Q4 2023 for outstanding learner engagement and relevance

Instructional Technology Coach and Instructor

Global Education Management Systems | United Arab Emirates | Full time | 08/16 – 06/23

Drove staff growth in technology integration through training, coaching, and modeling digital tools in action to strengthen educator effectiveness and student outcomes in their classrooms:

- Designed and facilitated ILT/vILT training for 200+ staff and launched a digital citizenship program for 300+ students, improving EdTech integration and curriculum delivery via a train-the-trainer model
- Redesigned IB Psychology and Digital Societies courses for 100+ students using backward design and data analysis, achieving a 100% external exam pass rate despite transitioning to vILT/hybrid formats

Gifted Program Specialist

Buncombe County Schools | Asheville, NC | Full time | 08/13 – 07/16

Revitalized and managed a gifted education program by partnering with stakeholders to restore confidence in program value and reverse student attrition as parent satisfaction increased:

- Conducted performance gap analyses and stakeholder reviews to revamp advanced curricula for 100+ learners, elevate instructional quality, secure supplemental funding, and expand access for underrepresented students
- Delivered professional development and coaching to build staff capability, modeling best-practice strategies to improve instructional quality and consistency across teams

EDUCATION

Master of Education, Instructional Technology | University of West Florida

Bachelor of Science, Psychology | University of North Florida

Psi Chi National Honor Society, Golden Key International Honor Society

CERTIFICATIONS

Certified Associate in Project Management (CAPM)® | Project Management Institute

Camtasia Certified; Snagit Certified | TechSmith

Vyond Professional Animations; Storyline Skilled; Canva Skilled | IDOL courses

Web Accessibility (508) | Department of Homeland Security

Learning Management System (LMS) Basics | Canvas

Leadership Series; Train the Trainer | Tellal

TECHNICAL SKILLS

Articulate Rise | Articulate Storyline | Vyond | Camtasia | Snagit | Descript | Audacity | Canva | Miro | Figma | Adobe Creative Cloud | Multiple LMS | WordPress | HTML | Generative AI | Slack | Monday.com