

Contact

New York, NY
winner.andrew@gmail.com

www.linkedin.com/in/andrewwinner
(LinkedIn)

Top Skills

Generative AI
Onboarding
Instructional Design

Languages

Spanish (Limited Working)

Certifications

HBX CORe - Business Analytics /
Economics for Managers / Financial
Accounting
Claude 101
Electric Vehicle Charging Equipment
(EVCE) Site Feasibility
EVCE Installation and Managed
Charging
Implement Microsoft Dynamics 365
Field Service

Andrew Winner

Senior Instructional Designer | Learning Experience Designer |
AI-Enabled Content Development | Leadership Development and
Onboarding | Sales Enablement
Austin, Texas, United States

Summary

I am a Senior Instructional Designer and AI Leader dedicated to transforming how organizations develop and deliver learning. By merging traditional instructional design frameworks with cutting-edge Generative AI and Agentic AI, I build scalable learning ecosystems that are faster to produce and more impactful for the learner. Whether it's deploying Gemini to support personalized learner journeys at Google or using Copilot to overhaul global curriculum at Microsoft, my goal is to find solutions that bridge the gap between complex technical needs and human performance. Core Expertise & AI Toolkit: AI Architecture: Prompt Engineering, Custom Agent Development, Image and Video Creation, Conversational Scenarios, AI-enabled Content Development, Copilot Scripting. Development: Articulate 360 (Storyline/Rise), Vyond, Camtasia, Adobe Captivate, Intellum/Exceed, NovoEd. Strategy: Learning Experience Design (LXD), Sales Enablement, Curriculum Modernization. Technical Ecosystems: Microsoft Dynamics 365, Sharepoint, Seismic, WalkMe.

Experience

freelance

Sales Enablement and Leadership Curriculum Designer
July 2019 - Present (7 years)
Austin, TX

I've spent the past several years freelancing as a curriculum developer, primarily in the tech industry:

Google - EngEDU: Overhauled and standardized the curriculum for the Impact suite of programs. Participant satisfaction went up by an average of 10.36 percent across all programs after my interventions, including a 17.7 percent jump for the Impact III program.

Microsoft: Built eight advanced sales training courses for Microsoft sellers, focusing on soft skills such as insightful listening, situational fluency, and deal construction. Average CSAT score: 4.58.

LinkedIn: Led the training/readiness workstream for an internal tool called TeamHub, including the creation of customer learning solutions, WalkMe assets, support documentation, and performance support solutions. Feedback from project lead: "Andrew is a dream partner and a joy to have on any team."

EY: Owned the curriculum build-out for EY ConvoCoach, an AI-powered product focusing on soft skills. Developed and tested 18 different practice scenarios covering topics like dispute resolution, salary negotiations, microaggressions, and other challenging conversations.

Google – Core Ads: Built and maintained e-learning experiences for Core Ad products, including Google Shopping and Video Ads. Contract extended twice due to positive feedback from Google.

Morgan Stanley: Refreshed 17 modules in Captivate for Morgan Stanley's Financial Advisor Associate (FAA) training program: a rigorous 36-month training and development program for prospective financial advisors.

Sirius XM Radio Inc.

Manager, Instructional Design

July 2015 - May 2019 (3 years 11 months)

New York City

Developed custom learning initiatives for vendor-managed call centers that increased customer satisfaction, saved operating costs, and drove revenue creation. Handled training needs for a first-of-its-kind AI initiative in the customer retention department, with positive results. Founded & chaired the SiriusXM Sustainability Group, which seeks to drive ESG efforts and encourage environmentally sustainable practices within the company.

J.Crew

Instructional Designer

May 2014 - June 2015 (1 year 2 months)

Greater New York City Area

Led development of leadership training solutions for high-potential team members. Developed and launched a new mobile learning platform, facilitating store associates' access to content on company-issued iPads. Led design,

development, and delivery of learning programs for store associates covering topics such as product knowledge, sales strategy, loss prevention, and store safety.

Freelance

Independent Instructional Design and E-Learning Consultant

September 2006 - April 2014 (7 years 8 months)

United States

Provided project-based support as a curriculum developer for a number of companies in the Seattle and New York areas, including Ralph Lauren, Bloomberg, PEMCO, Microsoft (through AusTech), Safeco Insurance, and the Mosaic Company.

Imagine Scholar

Director of Digital Communications

April 2012 - October 2012 (7 months)

Mpumalanga Province, South Africa

Developing communication/outreach strategy and creating curriculum for Imagine Scholar, an educational charity operating in South Africa.

Major League Soccer

Sounders FC Beat Writer

February 2009 - March 2012 (3 years 2 months)

Covering Seattle Sounders FC for the Major League Soccer website from February 2009 to March 2012.

Syngenta

Internal Communications/Marketing Trainee

July 2004 - December 2005 (1 year 6 months)

Basel Area, Switzerland

AIIESEC Traineeship, including rotations in Sustainable Agriculture, Food Chain, and Global Marketing departments. Located in Basel, Switzerland.

Seattle Mariners

Baseball Information (Intern)

March 2003 - October 2003 (8 months)

Greater Seattle Area

Season-long internship with the Baseball Information department with the Seattle Mariners. Duties included making sure the media (broadcasters, beat writers, etc.) had everything they needed to be successful.

Education

Gonzaga University

Master's degree, Organizational Leadership · (2017 - 2020)

Boise State University

Graduate Certificate - Workplace Instructional Design , Organizational Performance and Workplace Learning · (2013 - 2017)

University of Washington

B.S., Technical Communication