
Gretchen Lautenschlager

Instructional Designer | Learning Experience Designer (LXD)

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PROFESSIONAL SUMMARY

Instructional Designer and Learning Experience Designer (LXD) with 15+ years of experience in eLearning development, curriculum design, adult learning facilitation, and performance consulting. Proven track record of designing learning solutions tied to measurable outcomes: 97% course completion rate, 36% improvement in staff retention, and full platform adoption within 6 months. Proficient in Articulate Rise 360, Storyline 360, Docebo LMS, Canva, Camtasia, and AI-assisted design workflows. Applies ADDIE, SAM, Bloom's Taxonomy, and Kirkpatrick evaluation principles to build learning experiences that move learners from awareness to on-the-job performance.

AREAS OF EXPERTISE

- Instructional Design | LXD
 - ADDIE | SAM | Agile Learning Design
 - Adult Learning Theory | Andragogy
 - Needs Analysis | Gap Analysis
 - Bloom's Taxonomy | Learner-Centered Design
 - Kirkpatrick Evaluation (Levels 1-4)
 - Performance Consulting
 - Curriculum Development | Competency Mapping
 - Blended Learning | Microlearning | Async Design
 - Articulate Rise 360 | Storyline 360
 - Canva | Camtasia | Figma | Audacity
 - Docebo LMS | Adaptive Learning Platforms
 - PowerBI | Google Workspace | Microsoft 365
 - Claude AI | AI-Assisted Design Workflows
 - SME Collaboration | Stakeholder Management
 - Zoom | Microsoft Teams | SharePoint
 - Facilitator Guide Development
 - Data Analysis | Learner Feedback Loops
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PROFESSIONAL EXPERIENCE

Instructional Designer — Freelance

Remote | January 2026 – Present

- Designed and developed 3 scenario-based eLearning courses in Articulate Rise 360 and Storyline 360, applying ADDIE methodology, adult learning principles, and UX design thinking to create learner-centered, performance-focused experiences.
- Conducted needs analysis and wrote measurable learning objectives aligned to performance outcomes for each project, demonstrating full-cycle instructional design from discovery through evaluation.
- Developed AI-assisted design workflows using Claude AI to accelerate storyboarding and content development, reducing production time while maintaining instructional quality.
- Created visual learning assets and multimedia components using Canva and Camtasia, optimized for asynchronous and blended delivery environments.
- Building active portfolio of work samples demonstrating scenario design, interactivity, and learner experience thinking.

Head of School & Program Director | Bezos Academy

Houston, TX | August 2022 – January 2026

- Designed and facilitated a competency-based onboarding and professional learning program for an 18-person educator team, driving full platform adoption within 6 months — cutting expected ramp time in half.
- Architected a professional learning curriculum that improved staff retention by 36%, directly reducing turnover costs and sustaining program continuity across multiple cohorts.
- Developed and implemented AI integration training initiative — including instructional prompts, workflow guides, and facilitation resources — equipping educators to apply emerging technologies effectively in practice.
- Built high-fidelity facilitator guides with talk tracks, timing cues, and transition notes to ensure consistent, scalable delivery of professional learning content across diverse adult learner audiences.

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- Managed end-to-end learning logistics including pre/post feedback collection and reflection processes, using learner data to iterate on content and sustain a culture of continuous improvement.

Mentor Montessori Teacher & Trainer | Bezos Academy

Houston, TX | August 2022 – January 2024

- Designed and delivered professional learning experiences for 350+ adult learners, achieving a 97% completion rate within 12 months — a benchmark that reflects both content quality and learner engagement design.
- Produced measurable long-term impact: 100% of trained educators remained with the organization, and 4 participants have since been promoted — a Kirkpatrick Level 4 outcome demonstrating learning transfer beyond the training event.
- Translated complex pedagogical frameworks into hands-on, active learning experiences — shifting learners from passive consumption to peer collaboration, discussion, and real-world application (Kirkpatrick Levels 3–4).
- Incorporated SME feedback and learner performance data into iterative content updates, keeping professional learning aligned with organizational goals and instructional standards.

Lead Educator & Program Developer | School in the Hills

Austin, TX | July 2008 – July 2022

- Designed end-to-end personalized learning plans for 250 students, aligning learning objectives, standards, and authentic assessments — iterating based on ongoing data analysis and learner outcomes.
- Coached and mentored 20 instructional staff, designing professional development documentation and performance action plans that built consistent, high-quality instructional delivery across the program.
- Conceptualized, launched, and managed a school-wide Enrichment Program from full roadmap to implementation, including training materials and stakeholder communications — demonstrating project management through the full ADDIE cycle.
- Served as primary point of contact for internal and external stakeholders, translating complex program data into clear, actionable reports that supported transparency, trust, and data-informed decisions.

Assistant Store Manager | Barnes & Noble

Seattle, WA

- Designed and facilitated onboarding and product knowledge training for a 100-member team, improving conversion rates and building an internal leadership pipeline through individualized development plans.

CERTIFICATIONS

Instructional Design Certificate (In Progress) — University of New England | Expected 2026

AI Superhuman Certification (In Progress) — The Uncommon Business | Expected 2026

UX Design Certificate — Foundry | 2020

EDUCATION

Bachelor of Science in Music — Texas State University, San Marcos, TX