

CASSIE Y. FROEMMING, PH.D.

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PROFESSIONAL SUMMARY

Learning Experience Designer and eLearning Consultant with a Ph.D. in Curriculum & Instruction and a business management background. Over 20 years of expertise in instructional design, LMS administration, user experience research, and technical training, specializing in learning ecosystem development, real-world simulations, and AI-driven strategies. Extensive experience creating customized learning solutions for government, global procurement, manufacturing, powersports, sales enablement, agronomy, higher education, ed tech, B2B SaaS, e-commerce, cosmetology, health, and wellness. Skilled in eLearning development, stakeholder engagement, cross-functional collaboration, and human-centered design to drive digital adoption, onboarding, workforce training, and online certification programs.

CONSULTING & INSTRUCTIONAL DESIGN EXPERIENCE

Founder & Learning Experience Design Consultant

Infinite Adapt, LLC / 2019 – Present

- Consulted on LMS administration, online course development, instructional design, and digital adoption strategies for corporate, government, and educational institutions.
- Developed customized learning solutions incorporating teleconferencing tools, AI, gamification, microlearning, and digital badges to enhance learner engagement.
- Led UX/UI research and digital transformation projects, optimizing technology adoption and training impact.
- Conducted training needs assessments to identify performance gaps and recommend instructional interventions.
- Implemented change management strategies to improve technology adoption and streamline training rollout across various industries.

Instructional Designer (1st St. NW Contract)

CFMOTO USA / 2024 – Present

- Developed and managed self-help resources and an online certification program, ensuring industry-aligned technical training for dealer technicians.
- Created multimedia-rich technical training to enhance technician competency in off-road vehicle systems, including engines, driveline, electric power steering, brakes, continuously variable transmission, and fuel injection.
- Collaborated with the service department to align eLearning content with interactive simulations, procedural guides, diagnostic and troubleshooting quizzes, and practical assessments for certification.
- Designed and implemented Parts, Garments, and Accessories (PG&A) sales enablement training for Regional Sales Managers to drive revenue growth.
- Configured and optimized LMS workflows to facilitate seamless training delivery, learner progress tracking, and certification compliance.

Course Authoring Specialist (Independent Contract)

McColm & Company | 2024 – Present

- Designed and implemented three instructional environments in an LMS, aligning with competency-based frameworks.
- Developed interactive learning materials, including pre-readings, exercises, and assessments, in collaboration with cross-functional teams.
- Integrated quizzes to benchmark knowledge, track certification progress, and assess learning outcomes.
- Facilitated live LMS orientation webinars via Zoom for participant onboarding and training support.
- Adapted training recordings for virtual platforms, built learning analytics reports, and leveraged AI-driven strategies to enhance engagement and knowledge retention.

Learning Experience Designer (Independent Contract)

Literacy Solutions | 2021 – Present

- Designed and deployed professional development courses for K-12 educators, aligning with national teaching standards and competency-based frameworks.
- Administered and optimized LMS configurations, ensuring smooth content delivery and effective tracking of learner progress.
- Provided ongoing support to resolve technical challenges, improve system usability, and maximize engagement in professional learning environments.

ADDITIONAL RELATED EXPERIENCE

Learning & Development Specialist

Helium 10 (B2B SaaS, E-Commerce) | 2021 – 2022

- Led the development and facilitation of an AI-driven online training camp, increasing employee retention and customer engagement.
- Designed instructional content on e-commerce, SEO, and SaaS product training, integrating data-driven learning strategies to optimize sales and marketing outcomes.
- Created interactive training materials to support a diverse global workforce, ensuring accessibility across various learning environments.

Co-Founder & Vice President

Froemming Innovations, LLC | 2017 – 2022

- Secured patent, start-up grants, and business loans by developing and presenting the product design, business model, and financials.
- Launched a disruptive innovation showcased at the 2020 Golf Industry Show in Orlando.
- Led education and training initiatives to enhance customer support and product adoption.
- Directed branding, marketing, and communications strategies, ensuring company growth.
- Designed graphics and content for logos, websites, marketing materials, and customer support resources.
- Managed multi-media content development, including explainer videos, online training modules, and operator manuals.

- Negotiated non-disclosure agreements and collaborated with business partners, engineers, vendors, legal teams, and financial stakeholders.
- Analyzed market data and customer insights to inform advertising, distribution, and training strategies.
- Partnered with Hutchinson High School's Tiger Manufacturing team to support career-focused innovation projects.

Professor of Education & Learning Design

Saint Cloud State University | 2012 – 2018

- Developed and delivered courses on technology integration, instructional design, and curriculum development.
- Launched a technology-driven pilot program that increased student engagement by 25%.
- Advised and mentored students on best practices in instructional technology, digital pedagogy, and learning analytics.

EDUCATION

- **Doctor of Philosophy (Ph.D.) in Curriculum & Instruction – Learning Design & Technologies**
New Mexico State University, 2020
- **Master of Education – Adult Training & Development**
Saint Mary's University of Minnesota, 1998
- **Bachelor of Science in Education – Elementary Education & Secondary Coaching**
Minnesota State University Moorhead, 1994

CERTIFICATIONS

- **eLearning/Instructional Design-** *The eLearning Designer's Academy, 2026*
- **Business Management** – *Minnesota West, 2021*
- **LMS Administration** – *eLearning Experts, 2021*
- **Literacy** – *Saint Cloud State University, 2014*

TECHNICAL SKILLS & EXPERTISE

- **eLearning Development, Instructional Design, & Technical Writing:** Articulate Rise, Canva, Miro, Figma, Camtasia, Loom, Vyond, Adobe Creative Suite, Fusion 3D CAD
- **LMS Administration & Digital Adoption:** Moodle, LearnUpon, Docebo, Kajabi, Canvas, Teachable, D2L Brightspace, WalkMe
- **UX/UI Research & Learning Analytics:** Human-centered design, performance tracking, data-driven decision-making
- **AI, Workflow Automation, & Project Management:** Agile/Scrum, digital transformation, cross-functional collaboration, AI-driven content development, adaptive learning, chatbot training, security software, and virtual communications: Atlassian products, Okta, Monday.com, Zoom, Teams, Slack, Microsoft Office, Google Suite.

AWARDS & RECOGNITION

- **Innovation** – *Helium 10* (2022): Scaling Customer Retention & Global Impact
- **Research & Creativity** – *NMSU* (2020): Dissertation on SAMR Technology Integration
- **Leadership** – *Saint Cloud State University* (2015, 2016, 2018): Inspirational Educator

PRESENTATIONS & PUBLICATIONS

- IGI Global
- International Society for Technology in Education
- Literacy Today
- National Association for the Education of Young Children
- National Council of Teachers of English
- Society for Information Technology & Teacher Education

REFERENCES

Available upon request. Testimonials at <https://cassiefroemming.com/testimonials>