

# NIKKI M. FOLLIS, DBA

Senior Instructional Designer | Learning Experience & L&D Leader | LMS Administrator

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## PROFESSIONAL SUMMARY

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Results-driven Senior Instructional Designer and L&D Leader with 10+ years of experience directing full-lifecycle learning experience design, curriculum development, and LMS administration across corporate, ed-tech, and higher education environments. Proven track record scaling digital learning initiatives for 200,000+ adult learners, optimizing asynchronous course architectures, and driving 95%+ learner satisfaction. Accomplished expertise in ADDIE, SAM, Universal Design for Learning (UDL), and ADA/Section 508 accessibility standards, paired with advanced integration of AI-powered workflows (ChatGPT, Claude, Copilot) to accelerate content production and personalize learning pathways.

## CORE COMPETENCIES

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**Learning Experience Design:** Curriculum & Course Design, ADDIE/SAM, Storyboarding, Microlearning, Rubric Design, Needs Assessment, Quality Assurance (QM)

**Corporate & L&D Leadership:** Program Operations, Cross-Functional Leadership, SME Collaboration, Learner Retention Strategy, Process Documentation

**LMS Administration & Tech:** Canvas, Blackboard, Brightspace/D2L, LearnDash, Moodle, Teachable, Articulate Storyline, Canva, Smartsheet, Asana

**Compliance & AI Workflows:** UDL, ADA/Section 508, FERPA, Generative AI (ChatGPT, Claude, Copilot, Gemini) for Rapid Content Development & Feedback

## PROFESSIONAL EXPERIENCE

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### Senior Instructional Designer

March 2021 – July 2026

*Perdoceo Education Corporation*

*Remote*

- Spearheaded full-lifecycle instructional design, digital content publishing, and LMS administration across large-scale corporate and higher-education learning programs.
- Optimized course development workflows and publishing processes, significantly reducing technical support tickets through proactive quality assurance and clear navigation standards.
- Collaborated with cross-functional stakeholders, subject matter experts (SMEs), and multimedia development teams to ensure strict alignment with adult learning principles, ADA/Section 508 accessibility, and Quality Matters standards.
- Maintained comprehensive digital documentation, style guides, and standardized process manuals used across centralized instructional design teams.

### Director of Educational Programs & Community Experience

March 2017 – January 2026

*The Grow Network*

*Remote*

- Directed overall educational operations, course delivery, and learning support for an active online community of 200,000+ adult learners, maintaining a 95%+ satisfaction score.
- Rebuilt communication and onboarding workflows from the ground up, eliminating structural friction in the learner journey and driving measurable improvements in retention and engagement.
- Partnered with executive leadership to conduct training needs assessments and continuously refine digital course assets based on quantitative learner analytics and qualitative feedback.
- Leveraged emerging instructional technologies and automated workflows to scale support responsiveness, streamline asset delivery, and maintain trust across large-scale communities.

## Owner & Principal Instructional Design Consultant

July 2014 – Present

*Level Learning LLC*

*Troy, MI*

- Deliver end-to-end instructional design, rapid course migration, and LMS optimization (Canvas, Blackboard, Brightspace, LearnDash, Teachable) for corporate, higher ed, and adult-learning clients.
- Led the full-scale transition of 250+ ground-based courses to streamlined asynchronous formats using Backward Design, Bloom's Taxonomy, and Universal Design for Learning (UDL).
- Partner directly with client SMEs and faculty to translate complex business and technical concepts into engaging, interactive eLearning modules, rubrics, and assessments.
- Integrate AI-assisted content development tools (ChatGPT, Claude, Copilot) to accelerate storyboard generation, construct personalized learning pathways, and streamline QA processes.

## Adjunct Instructor & Doctoral Dissertation Mentor Chair

November 2008 – Present

*Excelsior University & Graduate Institutions*

*Remote*

- Facilitate online business, management, and organizational leadership courses for adult working professionals, applying universal design principles to support diverse learning styles.
- Serve as Doctoral Mentor Chair, guiding executive students through rigorous research methodologies, organizational data analysis, and professional academic publications.
- Evaluate learner performance metrics and deliver detailed, constructive feedback to drive concept mastery and real-world professional application.

## COMMUNITY LEADERSHIP & VOLUNTEER EXPERIENCE

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### Social Media, Digital Campaigns & Foster Coordinator

**Volunteer**

*No Dogs Left Behind*

*Remote / Local*

- Strategize and manage multi-channel social media content and digital campaigns to expand community outreach, drive donor engagement, and raise funding for rescue operations.
- Coordinate digital communications, event promotion, and community outreach campaigns to foster donor trust and support organizational initiatives.
- Serve as an active puppy foster, managing onboarding, care logistics, behavioral support, and transition planning for rescued animals.

## EDUCATION & CREDENTIALS

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**Doctor of Business Administration (DBA) – Organizational Leadership** | *Northcentral University*

**Master of Business Administration (MBA) – Business Management** | *Baker College*

**Bachelor of Science (BS) – Computer Information Systems** | *Saint Leo University*