



Darcy Goshorn

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Address

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Profile

Senior Learning & Development Leader | Instructional Design Executive | AI-Enhanced Learning Strategist

20+ years leading enterprise instructional design initiatives across financial services, cybersecurity, higher ed, and hospitality. Proven track record of optimizing learning impact through adaptive technology, strategic design, and cross-functional collaboration. Passionate about aligning talent development with business performance.

Select Accomplishments

- Cut e-learning development costs by \$2M annually at Citi via scalable design strategies
- Increased new hire NPS +40 points in 6 months through redesigned onboarding at ReliaQuest
- Launched 130+ multilingual AI-enhanced e-learnings annually reaching 250K+ employees in 18+ languages
- Built adaptive learning ecosystem using Area9 Rhapsode as global lead SME
- Developed leadership training that improved field efficiency and guest satisfaction at Bloomin' Brands

Core Skills

- **Learning Strategy & Design:** Instructional Design, Curriculum Development, Adaptive Learning, Adult Education, Learning Leadership
- **Technology & Tools:** Area9 Rhapsode, dominKnow, Articulate, Docebo, HTML5, CSS, JavaScript, Adobe Suite
- **Analytics & Optimization:** Google Analytics, Learning Metrics, LMS Reporting, AI in Learning, Feedback Loops
- **Leadership & Communication:** Strategic Planning, Cross-functional Collaboration, Change Management, Coaching & Mentoring

Work Experience

Citi ▪ Tampa ▪ United States

Head of Instructional Design, Senior Vice President

04/2022 – present

I lead a team of 41 expert instructional designers and 3 instructional design managers on Citi's Learning Implementation Services Instructional Design Team, which is responsible for designing & building global, large web-based trainings.

- Lead 44 learning experts across 4 teams and 3 managers to deliver 200+ global e-learning courses annually, reaching over 250,000 employees in 18+ languages.
- Reduced annual learning spend by 65%, saving \$2M through strategic design and AI-powered adaptive learning deployment.
- Serve as Citi Learning & Culture's AI SME, pioneering the use of Area9 Rhapsode for personalized, scalable learning experiences.
- Oversaw translation and localization efforts for global compliance and risk training initiatives, ensuring cultural and regulatory alignment.

University of Maryland Global Campus ▪ Adelphi ▪ United States

Instructional Design and Technology MOOC Teaching Assistant

07/2022 – present

In the UMGC Instructional Design and Technology edX Micromaster Program, I engage learners & extend learning in discussion forums with practical and technical advice to deepen their understanding & application. My classload includes 4 x 8-week courses: Learning Theories; Instructional Design Models; Digital Media, New Tools & Technology; and the Instructional Design Course Evaluation & Capstone Project.

- Support 80-100 graduate students per term in the IDT MicroMasters program via forums, reviews, and live coaching.
- Evaluate signature and capstone projects using edX platform and guide learners in applying ID models and technology effectively.
- Contribute to a collaborative instructional team to refine course assessments, learner engagement, and online facilitation.

ReliaQuest ▪ Tampa ▪ United States

Senior Instructional Designer

06/2021 – 03/2022

I led the design, engineering, and deployment of specialized learning experiences within our Cyber Security Operations Center, focusing on Threat Detection, Operations, and Security Architecture, and built cybersecurity confidence among our clients and teams.

- Redesigned comprehensive onboarding program, increasing new hire Net Promoter Score by 40+ points within 6 months.
- Automated LMS workflows saving 20+ team hours/month and accelerated content delivery via agile learning sprints.
- Led cross-functional initiatives in sales enablement and leadership development aligned with business growth targets.

Bloomin' Brands, Inc. ▪ Tampa ▪ United States

Instructional Designer

06/2019 – 06/2021

As an Instructional Designer at Bloomin' Brands, Inc., I led the development and implementation of innovative training solutions that enhanced field operations and supported organizational goals, including comprehensive online and on-ground programs, focusing on technical job skills, leadership development, and new operational processes.

- Developed leadership and operations training programs improving efficiency and guest satisfaction across brands.
- Launched a COVID-19 vaccination campaign and designed knowledge-sharing resources to support safety protocols.
- Spearheaded kitchen manager and virtual event development cycles; recognized as Team Member of the Quarter (Q3 2020).
- Recognized for my methodical approach, ability to foster collaborative environments, and dedication to integrating cutting-edge technology, I significantly contributed to maintaining training excellence during challenging times.

Saint Leo University ▪ Saint Leo ▪ United States

Senior Faculty Development Specialist, Instructional Technologist and Adjust Professor

06/2012 – 06/2019

In my roles as Senior Faculty Development Specialist, Instructional Technologist, and Adjust Professor of Education, I championed faculty development and digital learning innovation across the university, blending strategic vision with hands-on leadership to elevate instructional quality, technology adoption, and student outcomes.

- Designed and delivered university-wide faculty development programs, supporting online, blended, and face-to-face learning excellence.
- Led development of intelligent chatbot support system using Microsoft Azure Bot Framework, enhancing just-in-time faculty assistance.
- Engineered high-impact digital learning materials with tools like Storyline, Lectora, Adobe Creative Suite, and HTML/CSS/JavaScript.
- Recognized with Vice President's Outstanding Performance Award and selected for Leadership Saint Leo cohort.
- Taught undergraduate Educational Technology course, integrating agent-based interactivity and chatbot-driven course evaluation

St. Petersburg College ▪ Clearwater ▪ United States

Instructional Design Specialist

11/2014 – 06/2016

I managed the design of online courses, including the creation of a project management system based in Google Drive and Microsoft Office 365, web front-end development using HTML5+CSS+Javascript frameworks like Bootstrap and W3, learning object development using H5P and Articulate Storyline, and Quality Matters course quality assurance reviews. I also provided training, course development consultations and support to faculty teaching online classes. I was instrumental in the creation of workflows that led to a standardized,

rapid-prototyping workflows across the leadership, instructional designers, multimedia developers, and subject matter experts in the organization.

Oslo International School ▪ Bekkestua ▪ Norway

Coordinator of Learning Technology

08/2011 – 07/2012

I drove schoolwide edtech transformation by building and executing a strategic vision for learning technology, uniting infrastructure, instruction, and innovation to empower teachers and students alike.

- Led creation of a whole-school technology vision and implementation roadmap to enhance digital learning experiences.
- Managed all learning technology platforms including LMS and library systems; trained and supported faculty in instructional tech.
- Supervised learning technology staff and advised leadership on strategic tech investments to support pedagogy.

East Pennsboro Area School District ▪ Enola ▪ United States

Instructional Technology Coach, English and Journalism Instructor

09/2004 – 06/2011

I spearheaded districtwide instructional technology adoption while teaching and coaching across K-12, leading system implementations and faculty development that elevated digital literacy and classroom impact.

- Pioneered district's first learning management system implementation (Moodle) to support digital curriculum delivery.
- Provided 1:1 instructional tech coaching and professional development for K–12 faculty, improving digital tool adoption.
- Managed grant-funded technology integration initiatives, including hardware implementation, data analysis, and reporting.
- Taught English and Journalism; advised student media programs and managed theater technology systems.

Education

Wilkes University ▪ Wilkes-Barre ▪ United States

M.S. Classroom Technology

2005 – 2009

GPA: 4.00

Shippensburg University of Pennsylvania ▪ Shippensburg ▪ United States

B.A. English with Secondary Certification

2000 – 2004

GPA: 3.77

Activities and societies: Sigma Tau Delta

Graduated Magna Cum Laude

Volunteering

Hillsborough Education Foundation ▪ Tampa ▪ United States

Mentor

10/2020 – 07/2023

I volunteered as a mentor for students in Hillsborough County Public Schools via the Hillsborough Education Foundation's "Take Stock in Children" program. I fostered a passion for learning & self-discipline using face-to-face & virtual mentoring tools.

Florida Faculty Development Consortium

Web Designer

04/2018 – 08/2019

I served as webmaster on the Steering Committee of the Florida Faculty Development Consortium, an open-membership group of faculty developers and instructional designers.

Pennsylvania School Press Association ▪ Harrisburg ▪ United States

Web Designer

05/2007 – 07/2011

I designed and maintained the web presence of the Pennsylvania School Press Association, whose mission is supporting scholastic journalism throughout the Commonwealth.

Certificates

- **Certified Adaptive Learning Engineer** ▪ Area9 Lyceum ▪ https://drive.google.com/file/d/1hFxTU_5yWd0yJB2AviHiyg-bAzCPnP-S/view?usp=drivesdk ▪ 06/2022
- **Situational Leadership Trainer Certification** ▪ Blanchard ▪ <https://drive.google.com/file/d/1RSI4cV5zatBmbFJKqFqZLcG4YuHCWYYP/view?usp=sharing> ▪ 12/2020
- **Online Facilitator Certification** ▪ Quality Matters ▪ <https://drive.google.com/file/d/1cDVH-ZYzewM1fyzgTN3FTMg9OpFBaWcb/view?usp=sharing> ▪ 06/2015
- **Professional Teaching Certificate** ▪ Commonwealth of Pennsylvania ▪ 08605953 ▪ 05/2004

Awards

- **Outback Steakhouse Team Member of the Quarter** ▪ Bloomin' Brands, Inc ▪ 12/2020 ▪ Voted Team Member of the Quarter for Q3 for Outback Steakhouse at Bloomin' Brands, Inc.
- **Leadership Saint Leo Graduate** ▪ Saint Leo University ▪ 01/2018 ▪ I graduated from the Leadership Saint Leo leadership development program, affiliated with the Connected Leadership program delivered by CODA Partners.
- **Vice President's Outstanding Performance Award** ▪ Kathryn McFarland, VP of Enrollment, Saint Leo University ▪ 12/2014
- **Keystone Award** ▪ Executive Board President Robert Hankes, Pennsylvania School Press Association ▪ 12/2009
- **Eagle Scout** ▪ National Eagle Scout Association ▪ 05/2004

Skills

- Adaptive Learning
- GenAI Prompt Engineering
- Instructional Design
- Instructional Technology
- Accessibility
- Adult Education
- Teaching
- Curriculum Development
- Learning Leadership
- Writing & Editing
- Project Management

Strengths

- **Proactive Problem Solver:** Expert in clarifying uncertainties and crafting innovative solutions under pressure.
- **Adaptive Leadership:** Demonstrates resilience and flexibility in leadership styles, effectively managing challenges and team dynamics.
- **Effective Communicator:** Direct and candid, enhances team interactions with a strategic sense of humor.

- **Exceptional Responsiveness:** Consistently exceeds business expectations with prompt and dedicated responses to challenges.
- **Reliable and Organized:** Known for exceptional organizational skills and reliability, ensuring project success and meticulous attention to detail.
- **Technology and Learning Expert:** Rapidly masters new technologies, becoming a subject matter expert and elevating organizational learning.
- **Knowledgeable in Learning Excellence:** Deep expertise in learning standards and policies, committed to maintaining high-quality outcomes.
- **Motivational Team Leader:** Encourages professional growth and team collaboration, fostering a supportive and productive environment that recognizes team efforts and fosters positive, collaborative relationships.
- **Driven and Focused:** Maintains extraordinary focus and drive, executing tasks swiftly without sacrificing quality.

Learning Technology Experience

- Absorb
- Adobe Audition
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Area9 Rhapsode
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- Articulate Rise
- Articulate Storyline
- Audacity
- Blackboard
- Brainshark
- Brightspace D2L
- Canvas
- CSS
- Docebo
- dominKnow
- edX
- Fronter
- Generative AI
- Google Analytics
- H5P
- HTML5
- Javascript
- Lectora
- Litmos
- Microsoft Office
- Microsoft SharePoint
- Microsoft Teams
- SumTotal
- TechSmith Camtasia
- Techsmith SnagIt
- WordPress
- Workday

Languages

- English, Fluent Native
- Spanish, Limited
- Bokmål, Norwegian, Limited
- American Sign Language, Beginner

Hobbies

- Home Automation
- Hiking
- Travel
- Learning American Sign Language
- Movie Trivia
- Attempting to Play the Ukulele
- Astrophysics