Veronica Thompson

INSTRUCTIONAL DESIGN LEADERSHIP

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PROFESSIONAL OVERVIEW

Instructional design leader with over 14 years’ experience designing meaningful learning experiences and leading creative teams across higher ed, corporate, and public sectors. I build practical training and sustainable systems that help teams deliver high-quality learning at scale.

WORK EXPERIENCE

Supervisor, Academic Technology and Learning Innovation

UCLA Extension, Los Angeles, CA March 2022 -August 2025

Led a 12-person cross-functional team of instructional designers, graphic designers, and producers to elevate course design and training at UCLA Extension.

* Built UCLA Extension’s first end-to-end instructional design system, introducing 100+ scalable templates, workflows, and centralized training resources.
* Managed full project lifecycles across 16+ strategic initiatives, from scoping and budgeting to design, development, and launch.
* Collaborated with SMEs to design ~40 online and hybrid certificate courses per quarter, aligned with instructional best practices and workforce development goals.
* Partnered with California Department of Public Health, Governor Newsom’s Office, UCSF, and UCLA Fielding to design and launch California’s Virtual Training Academy, preparing 10,000+ contact tracers and case investigators to mitigate COVID-19 spread statewide.
* Designed and launched UCLA Extension’s first centralized Knowledge Base with 120+ instructional guides on educational technology and pedagogy, streamlining faculty support and reducing help desk inquiries.
* Launched the Professional Development Events program, delivering 4–5 quarterly webinars and workshops and upskilling 460+ instructors over the course of two years.
* Led GenAI workshops and adoption for the ID team, creating the first “Teach with GenAI” and “Learn with GenAI” guides.

Interim Associate Director, Instructional Design and Learning Support

UCLA Extension, Los Angeles, CA April 2020 - March 2022

Co-led a team of instructional designers, learning support specialists, and video producers to deliver high-quality course design, development, and instructor training.

* Established UCLA Extension’s Canvas Course Development (CCD) program, onboarding ~40 instructors quarterly in Canvas LMS, integrated tools, and evidence-based teaching practices.
* Oversaw the redesign and enhancement of 85+ online courses across 18 certificate programs in under two years, improving instructional effectiveness, accessibility, and learner engagement.
* Developed UCLA Extension’s first custom-branded Canvas LMS template, leveraging HTML, CSS, and JavaScript to unify the learner experience and align programs with institutional branding.
* Created UCLA Extension’s first interactive Course Quality Scorecard, recognized at the 2021 UC Tech Conference and later adopted by the CDC as a model for course evaluation.

Senior Instructional Designer

UCLA Extension, Los Angeles, CA March 2019 - April 2020

Partnered with faculty and academic departments to design and deliver online and hybrid continuing education courses, serving 30,000+ learners annually and ensuring instructional quality and workforce readiness.

* Redesigned the instructor onboarding program, cutting time-to-teach by 30%, and accelerating adoption of Canvas LMS and integrated learning technologies across programs.
* Co-facilitated workshops for 600+ instructors on evidence-based teaching practices, including flipped classrooms and active learning strategies.
* Created UNEX’s first interactive Course Auditor, enabling data-driven validation of time-on-task, academic rigor, and workload balance to ensure 4-unit compliance and enhance the learner experience.
* Championed accessibility and universal design standards, achieving 100% ADA and WCAG 2.1 compliance for redesigned courses.

Senior Manager, Global Online Learning Design

UCLA Global Online, Los Angeles, CA January 2018 - March 2019

Led the design and production of online programs in collaboration with UCLA departments and global education partners.

* Managed 5 instructional designers (in-house and remote), overseeing timelines, milestones, and production workflows across multiple concurrent projects.
* Acted as the client-facing lead for business development, scoping, budgeting, and creating course packages to secure new projects.
* Represented UCLA Global at the 2018 NAFSA Conference, unveiling the initiative and showcasing UCLA’s global digital learning strategy.

**Senior Instructional Designer**

UCLA Global Online, Los Angeles, CA April 2017 - January 2018

Worked cross-functionally with UCLA faculty and global partners to design custom online learning programs that expanded UCLA’s international reach.

* Co-developed the Learn, Practice, Network (LPN) model, integrating core instruction, applied practice, and networking, which became the foundation of UCLA Global Online’s programs.
* Produced 100+ interactive, multimedia learning assets (graphics, videos, infographics, interactive modules, synchronous sessions, case-based activities, and job aids) to drive practical skill development.

**Director of Course Development**

ZipEdTech, LLC, Los Angeles, CA November 2013 - April 2017

Directed end-to-end course development for 60+ corporate clients across business, healthcare, and education sectors.

* Supervised a 20-person cross-functional team, standardizing workflows and launching 4–6 custom courses per month.
* Managed $20K–$1M+ budgets with a 100% on-time, on-budget delivery record.
* Designed multi-format training programs (video, ILT, soft skills, process training) reaching thousands of learners annually.
* Oversaw Moodle LMS integration and ensured compliance with SCORM, ADA, and accreditation standards to maintain client certification requirements.
* Built long-term partnerships and repeat business with 60+ clients, including The Scan Foundation, Tenet Healthcare, Sales Performance International, California Grocers Association, and LA Chamber of Commerce.

**Course Development Manager & Senior Instructional Designer (Promoted)**

ICDC College, Los Angeles, CA September 2010 - November 2013

Redeveloped 150+ courses across multiple disciplines, transforming text-heavy content into interactive, competency-based experiences.

* Conducted curriculum needs analyses and led production teams to align programs with learning outcomes.
* Designed standardized course templates and job aids that streamlined workflows and improved time-on-task accuracy.

PROFESSIONAL SKILLS

Instructional Design Adult Learning Theory Learning Strategy Team Leadership

ADDIE, SAM Bloom’s Taxonomy Kirkpatrick’s Model, Phillips ROI Project Management

Gagné’s 9 Events Mayer’s Principles Learning Experience Design Agile & Waterfall

LTEM UDL Stakeholder Engagement Change Management

SCORM, xAPI WCAG 2.2, ADA Learning & Development Performance Consulting

Microlearning Blended/Hybrid Learning Learner Analytics Workforce Development

TECHNICAL SKILLS

Articulate Storyline Adobe Photoshop Figma Trello Copilot

iSpring Suite Adobe Illustrator HTML Asana DALL·E

Lectora Adobe Premiere CSS Smartsheet Veo

Camtasia Adobe After Effects JavaScript Workfront Synthesia

Vyond Adobe Fresco Gsheets Monday.com Soul Machines

Canva Procreate Jira Microsoft Teams ElevenLabs

Sketch Miro Confluence ChatGPT Midjourney

H5P Slack GAnalytics Gemini HeyGen

EDUCATION

Association for Talent Development | Certificate in Advanced E-Learning Instructional Design 2016

University of California, Berkeley | BA in English Language & Literature 2008

University of California, Berkeley | BA in Film Studies 2008

PROFESSIONAL DEVELOPMENT

Google Cloud | Generative AI Leader Certification 2025

University of Maryland | AI and Career Empowerment Certificate 2025

KNIME | Data Science Professional Certificate 2025

Adobe | Skills in GenAI for Creatives Certificate 2025

LinkedIn | Generative AI for Learning & Development Certificate 2024

Adobe | Photoshop, Illustrator, Premiere Certifications 2024 – 2025

LinkedIn | AI for Students Certificate 2024