

# Jacob Harmon, M.Ed.

Award-Winning Learning Experience Designer & Adoption Strategist

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## PROFESSIONAL SUMMARY

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Accomplished Learning Experience Designer and Adoption Strategist with 10+ years of experience designing impactful training solutions and driving enterprise-wide technology adoption. Expertise in instructional design, AI-integrated learning, UI/UX, and change management. Proven ability to exceed OKRs, launch scalable L&D programs, and deliver measurable results in complex government and corporate environments.

## AREAS OF EXPERTISE

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Instructional Design & Development | Curriculum Development & Facilitation | Needs Assessment | AI-Integrated Learning | Change Management | Stakeholder Engagement | UI/UX Design | Section 508 Compliance | LMS Administration | Data-Driven L&D Solutions | Adult Learning Theories | Gamified Learning

## TECHNICAL SKILLS

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**eLearning Authoring:** Articulate Storyline | Articulate Rise | PowerPoint | G-Suite

**Multimedia:** Adobe Creative Suite | Camtasia | Adobe Firefly | Adobe Premiere Pro | Adobe Audition

**LMS:** Canvas | Blackboard | Content Controller | Workday

**AI Tools:** Claude | ChatGPT | Adobe Firefly | Custom AI Agent Development

**Clearance:** Public Trust (Federal Government)

## PROFESSIONAL EXPERIENCE

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### Customer Adoption Lead *September 2025 – Present*

*Booz Allen Hamilton | CDC Enterprise Data Analytics and Visualization*

- Spearheading team that leads all training, communication, knowledge management, and customer outreach for EDAV — surpassing all FY26 annual OKRs by the end of Q2.
- Developed an AI agent for the CDC EDAV Data Academy LMS that delivers personalized course and pathway recommendations based on user prompts, achieving an 86% adoption rate among platform users.
- Strengthened stakeholder engagement and product uptake through targeted communication strategies, scalable training programs, and user-centered support processes.

### UI/UX Designer *April 2025 – September 2025*

*Booz Allen Hamilton | CDC Enterprise Data Analytics and Visualization*

- Designed the new EDAV Portal serving as the central hub for EDAV services, completing a rapid 2-month deployment that attracted over 5,000 CDC staff in its first month.
- Facilitated monthly EDAV events to promote EDAV systems and drive deeper customer understanding of available solutions.
- Oversaw Section 508 ADA accessibility compliance certification in accordance with CDC and federal guidelines.

### Instructional Designer *November 2024 – April 2025*

*Booz Allen Hamilton | CDC Artificial Intelligence/Machine Learning*

- Conducted user testing, focus groups, and mind-mapping exercises for learner needs analysis, ensuring deliverables achieved maximum impact while meeting contract goals and objectives.
- Designed Prompt Engineering deliverables — including webinars and one-page resource guides — that reached 1,000+ CDC employees.
- Designed an AI Foundations course for technical and non-technical CDC users, incorporating live webinars, curated self-paced content, and updated intranet pages to house learning solutions.

### Instructional Designer *October 2020 – August 2024*

*Verizon*

- Designed and delivered eLearning courses using Articulate Storyline and Rise 360, improving learner retention through interactive modules and gamified assessments.
- Integrated AI tools, including ChatGPT and Adobe Firefly, to personalize training experiences and provide real-time feedback, improving training efficiency.
- Created multimedia content, including videos and audio, using Adobe Premiere Pro and Audition, resulting in increased learner satisfaction scores.

## EDUCATION

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**Master of Education (M.Ed.), Adult Education & Development** *2024 Strayer University*

**Bachelor of Arts with Honors (B.A.), Business Administration — Magna Cum Laude** *2020 Strayer University*