HILLARY WASHBURN

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LinkedIn | Portfolio

PROFILE

Educational leadership and learning strategy leader with 8+ years building, scaling, and improving professional learning systems across online, blended, and on-demand modalities. Scaled a statewide LMS from 4 courses to 378 and from 218 users to 1,700+ in under three years. Expertise in workforce development, instructional leadership, educational technology, IACET accreditation, AI-enabled learning design, and data-informed continuous improvement.

PROFESSIONAL EXPERIENCE

Learning Experience Program Manager **Jan 2025 to Present**
Massachusetts Library System, Marlborough, MA,

- Led learning experience strategy and design for a statewide professional development platform serving 1,500+ member libraries across academic, public, and K-12 settings.
- Grew the platform from 4 courses and 218 users to 378 courses and 1,700+ users, supporting consistent adoption and long-term engagement.
- Oversaw instructional designers, trainers, and external content developers against quality standards and IACET requirements. Hired and managed vendors for specialized production.
- Led IACET accreditation, including annual reports and SOP alignment. Contributed to IACET's AI Task Force (co-author, 2025 White Paper) and Open Digital Credentials Task Force (project lead, forthcoming White Paper).
- Built feedback loops and used engagement data to monitor adoption trends, surface challenges, and drive continuous improvement across programs.
- Designed interactive, AI-enhanced eLearning modules, including scenario-based exercises with real-time AI-powered learner feedback, applying dissertation research directly to practice.

Instructional Designer and LMS Administrator **2022 to 2024**
Massachusetts Library System, Marlborough, MA,

- Built and launched a statewide LMS from the ground up, establishing platform architecture, governance, publishing workflows, and reporting foundations.
- Designed blended learning resources and operational standards for supervisors and managers navigating technology and process change, improving consistency across the learner experience.
- Partnered with users, SMEs, and vendors to translate organizational needs into training solutions and platform enhancements; managed project budgets and vendor contracts.

Technology Integration Specialist **2020 to 2022**
Keene Middle School, Keene, NH,

- Led professional development for 100+ educators adopting new digital tools, including rapid transition to remote instruction during COVID-19.
- Designed accessible, differentiated training resources grounded in universal design for learning.

Research Project Manager **2018 to 2020**

Oregon State University, Corvallis, OR,

- Led multi-institutional mixed-methods research on patient autonomy and communication. Managed IRB, cross-site coordination, and multi-stakeholder timelines. Co-authored peer-reviewed publications.

EDUCATION

Ed.D., Curriculum and Instruction, Digital Learning Specialization   **May 2026**
Plymouth State University

Dissertation: *Scenario-based learning design and transfer of training*. Successfully defended March 2026. Mixed-methods study (N=149; 20 interviews) identifying design principles for scenario-based professional development.

M.Ed., Digital Learning and Library Media   2021
Plymouth State University

B.S., Psychology   2018
Granite State College

CERTIFICATIONS

- OLC Instructional Designer Certificate, Online Learning Consortium (2022)
- ATD Master Instructional Designer (2024) | ATD Evaluating Learning Impact (2024) | ATD eLearning Instructional Design (2024)
- Foundations of IACET Accreditation (2025) | IACET Open Digital Badge Workshop: Advanced (2024) | Applied Agile Project Management (2025)

TOOLS AND PLATFORMS

Canvas | Moodle | Articulate Storyline | Camtasia | Vyond | H5P | Microsoft 365 | Google Workspace | Zoom | JMP | MAXQDA | SQL | Generative AI tools for content development, workflow support, and interactive learning design

PUBLICATIONS, PRESENTATIONS, AND LEADERSHIP

- Washburn, H., Import, C., Walker, D., Eaton, M., & Shulman, R. (2025). *Leveraging artificial intelligence in continuing education and training*. International Accreditors for Continuing Education and Training (IACET) White Paper.
- Washburn, H. (2025, July). Presenter, *IACET Redux: Generative AI, quality frameworks for a future-ready workforce* [Conference session]. IACET Virtual Symposium.
- Washburn, H. (2025). *Scenario based eLearning for learning transfer* [Conference session]. AECT Convention. Also presented: *AI and SME collaboration for scalable scenario-based eLearning*.
- Thompson, R., Stevens, G., Washburn, H., & Barr, P. (2019). Is disclosure of financial conflicts of interest in patient decision aids effective? *BMJ Evidence-Based Medicine*, 24, A30.
- Stevens, G., Donnelly, K. Z., Theiler, R. N., Washburn, H., et al. (2017). User-centered design of the birth control after pregnancy patient decision aid. *Contraception*, 96(4), 289.
- IACET AI in L&D Task Force (Co-author, White Paper) | IACET Open Digital Credentials Task Force (Project Lead, forthcoming White Paper) | AECT Learner Engagement Division | President-Elect, NH Society for Technology in Education (2021 to 2022) | Secured $10K+ in grants (2017 to 2021)