

Richard Washam

Senior Instructional Designer

Senior instructional designer, 10+ years developing eLearning for global organizations. Works in ADDIE and SAM, from needs analysis through launch and measurement. Manages stakeholder groups and contracted design vendors.

Davenport, IA · Remote · washam.rich@gmail.com · [linkedin.com/in/richard-washam](https://www.linkedin.com/in/richard-washam)

Experience

Visa Inc. Senior Learning Designer

Visa's name for the senior instructional design role

FEB 2023 – PRESENT

Design and deliver enterprise learning for global product and sales organizations.

Global Sales Enablement Series — 10 modules, 700 specialist sellers

- Product manager and lead designer for a ten-module series on fraud prevention and cybersecurity products, mapped to Visa's sales methodology; 700 specialist sellers trained, average NPS 70, 70% completion on non-mandatory training.
- Cut production time 30% in three months, through an 80-task project plan per module, enforced three-day stakeholder review windows, and contracted design capacity. Other designers adopted the plan as the team default.
- Managed two contracted designers building Rise modules from my storyboards; ran performance conversations and reviews until both met brand, editorial, and learner-experience standards.

Product Lifecycle Management Cohort — six weeks, 1,400 learners

- Lead learning experience designer and LMS administrator for a six-week cohort program, shipped in three months on a platform new to the company, delivered in waves against a population of 5,000+ product managers and a year-end adoption target.
- 87% completion in the first wave of 1,400 learners, NPS 54. Led post-training focus groups to evaluate the program. The program was later adapted into synchronous onboarding and is now required for all new product practitioners.
- Built applied exercises around an identified adoption barrier; produced eight Synthesia videos and prototyped a Microsoft Copilot agent to answer learner questions. Learners earned a Credly badge upon completing the exercises and final assessment.

Tokenization Sales Training — 400+ sellers, global markets

- Ran a needs analysis and reframed a single-product request into a program covering two tokenization products plus the underlying technology, then secured approval for the expanded scope.
- Delivered in two months with no subject matter expert available, learning the material from dozens of source documents; 400+ sellers completed globally, NPS 69, 62% increase in selling confidence measured pre/post.
- Built diagrams mapping the sell-in path for both products, wrote an editorial guide unifying terminology across two products, and consolidated 200+ feedback items into a single tool to find patterns across sources.

Other Visa work

- Replit AI Policy Training. Course on Visa's AI usage policy; 800+ employees completed it as a prerequisite for a license.
- Accessibility testing tool. Built with Claude Code and Playwright. Evaluates HTML courses against the 20 highest-priority checks in Visa's accessibility requirements, returns a compliance score, and automates roughly half the test suite.

Richard Washam LLC Instructional Designer / eLearning Strategist

FEB 2022 – PRESENT

Own consultancy, running alongside employment.

Consultancy clients

- Visa Inc. (2022–2023, before I joined as staff). Lead designer for the Visa Product Showcase, a two-month competition where 200 product managers submitted pitch videos.
- Addison Group. Four-module manager soft skills series with animated explainers and simulations.
- Johnson & Johnson. Compliance onboarding in Articulate Storyline.

Try It Now Training LLC Senior Instructional Designer

SEP 2015 – MAR 2022

Chicago, IL.

Agency client work

- iHeartMedia. Lead multimedia developer over five years, roughly a dozen trainings, including a full re-versioning of the ethics compliance training and a multi-hour FDA compliance course.
- Gilead Sciences. Veeva Vault governance platform training.
- Converted 20+ instructor-led courses to asynchronous formats using Storyline, Rise, and Camtasia.

Tools

Primary tools

Articulate Storyline 360

Articulate Rise

Claude Code

Copilot Studio

Synthesia

Vyond

LearnUpon

Cornerstone

Playwright

WCAG 2.2 AA

Everything else

GENAI AND PROTOTYPING Claude Design · Replit · Microsoft Copilot 365 · ChatGPT · Adobe Firefly · Perplexity · Gemini Notebook

MULTIMEDIA Camtasia · Adobe Photoshop · Adobe Illustrator · Audacity · PowerPoint

PLATFORMS Degreed · Intrepid · SharePoint · MS Office Suite

Education

Bachelor of Arts, Fine Arts (minor: Information Technology) · Western Illinois University, Macomb, IL, 2005

Professional development: ADDIE/SAM, adult learning theory, multimedia learning principles, WCAG 2.2 AA