

Kayle Williams

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Instructional Designer & Learning Experience Project Manager

Instructional Designer and Project Manager with expertise in faculty consultation, online and hybrid course design, micro-credential development, and media-rich learning experiences. Experienced in applying learning theory, backward design, and Universal Design for Learning (UDL) to create accessible, inclusive courses and instructional resources. Proficient with LMS platforms, emerging educational technologies, Generative AI, and multimedia authoring tools to support teaching, learning, and faculty development in higher education.

Professional Experience

New York City College of Technology (RF CUNY) — Project Manager & Instructional Designer (Remote) | Sept 2024 – Present - Remote

- Partner with faculty and academic units to design and develop online and hybrid micro-credential courses aligned with learning objectives and assessments.
- Provide instructional design consultation grounded in UDL and inclusive teaching practices.
- Develop media-rich learning modules, templates, and instructional resources using LMS and authoring tools.
- Integrate Generative AI into learning workflows and faculty support materials.
- Create instructional videos, graphics, and interactive content to improve engagement and accessibility.
- Manage cross-campus project timelines, stakeholder communication, and implementation of academic technologies.

Cool Rider Productions — Graphic Designer & Multimedia Specialist (Remote, Part-Time) | Sept 2025 – Present - Remote

- Design and produce digital graphics, short-form videos, and branded multimedia assets for social media and marketing campaigns.
- Develop visual storytelling content, including reels and motion graphics, aligned with client brand strategies.
- Collaborate with marketing and leadership teams to translate creative briefs into polished deliverables.

- Ensure brand consistency and accessibility across platforms including Instagram, LinkedIn, and web.

Kayle Williams Design — Owner & Multimedia Designer (Remote) | June 2020 – Present - Remote

- Provide instructional and marketing multimedia solutions for education, nonprofit, and small business clients.
- Create learning visuals, explainer videos, interactive graphics, and web content using Adobe Creative Suite and web tools.
- Apply user-centered design and accessibility best practices to digital learning and communication materials.
- Manage end-to-end project lifecycles including discovery, design, production, and delivery.

Education

M.Ed. Education Technology & Instructional Design — Western Governors University

B.A. Graphic Design & Media Arts — Southern New Hampshire University

A.A. Interactive Graphic Design — Foothill College

Skills

Instructional Design: Backward Design, ADDIE, UDL, Online & Hybrid Learning, Assessment Design

Learning Technologies: Brightspace, Mindsmith, Generative AI, Adobe Creative Suite, LMS Tools

Project Management: Faculty Consultation, Cross-Functional Collaboration, Timeline & Workflow Management