

KAYLE WILLIAMS

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INSTRUCTIONAL DESIGNER | LEARNING EXPERIENCE DESIGNER | WORKFORCE DEVELOPMENT SPECIALIST

Instructional Designer and Project Manager with expertise in instructional design, workforce development, microcredential strategy, digital credentialing, online learning, and educational technology. Experienced in designing competency-based learning experiences, developing workforce-aligned microcredentials, and collaborating with faculty, administrators, and subject matter experts across higher education institutions. Skilled in curriculum development, assessment design, LMS administration, Generative AI integration, accessibility compliance, and learner-centered course design.

PROFESSIONAL EXPERIENCE

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

- Provide project management and instructional design support for the TC2 Hub Microcredential Initiative, collaborating with faculty, administrators, and workforce partners to develop workforce-aligned microcredentials and digital credential pathways.
- Partner with faculty and SMEs to design and develop 10+ microcredential and professional development learning experiences.
- Develop digital badge frameworks, credential criteria, issuance processes, and learner pathways utilizing Open Badge Factory.
- Manage cross-functional collaboration among faculty, academic technology teams, workforce development partners, and institutional leadership.
- Design online and hybrid learning experiences utilizing Brightspace, Mindsmith, Generative AI, multimedia technologies, and evidence-based instructional design practices.
- Provide instructional design consultation, accessibility guidance, quality assurance reviews, and faculty support for course development and implementation.

Guttman Community College (CUNY) – Instructional Designer & Workforce Development Consultant | 2025–Present

- Collaborate with workforce development leadership, faculty, and SMEs to design and implement a workforce-focused microcredential program aligned with institutional goals and employer needs.
- Develop the microcredential taxonomy, competency framework, and digital badge architecture supporting stackable credential pathways.
- Lead development of competency-based microcredentials in Professionalism with AI, Behavioral Health, and Career Readiness.
- Facilitate SME consultations to define learning outcomes, workforce competencies, assessment strategies, and credential requirements.
- Establish badge criteria, credential verification standards, learner achievement pathways, and program documentation supporting sustainable implementation.

Kayle Williams Design – Owner & Multimedia Designer | June 2020–Present

- Deliver instructional design, branding, web design, multimedia development, and marketing solutions for education, nonprofit, and business clients.
- Manage end-to-end project lifecycles including discovery, design, development, implementation, and evaluation.

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

CORE COMPETENCIES

Instructional Design • Learning Experience Design (LXD) • Workforce Development • Microcredentials • Digital Credentialing • Taxonomy Development • Competency-Based Education • Adult Learning Theory • Design Thinking • Universal Design for Learning (UDL) • ADDIE • Backward Design • Curriculum Development • Assessment Design • Faculty Consultation • Subject Matter Expert (SME) Collaboration • Educational Technology • Learning Management Systems (LMS) • Brightspace (D2L) • Mindsmith • Open Badge Factory • Generative AI • Artificial Intelligence in Education • Multimedia Development • Video Production • Graphic Design • Interactive Learning Design • Accessibility Compliance • Project Management • Cross-Functional Collaboration • Stakeholder Engagement