

Madeline Schemel

Senior Learning Experience Designer

Enterprise Learning Strategy | AI Enablement | Digital Learning Transformation

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Learning and Development Consultant specializing in enterprise learning strategy, AI enablement, and digital learning transformation. Experienced in leading the design and rollout of scalable learning programs that support organizational change, technology adoption, and workforce capability development across large distributed organizations. Proven ability to partner with senior leaders and SMEs to translate complex business initiatives into high-impact learning solutions that drive adoption, engagement, and measurable performance outcomes.

Skills and Expertise

Enterprise Learning Strategy

AI Learning Enablement • Digital Learning Transformation • Technology Adoption Training • Workforce Upskilling • Learning Analytics

Instructional Design & Development

Learning Experience Design • Blended Learning • eLearning Development • Storyline • Rise • Multimedia Learning

Learning Technology

Articulate Storyline • Articulate Rise • Camtasia • Vyond • Synthesia • WellSaid Labs • LMS Administration • SCORM Publishing • Adobe InDesign • Adobe Firefly • Canva • Monday.com • Jira • OnePlan • Miro • Smartsheet

Learning Strategy & Methods

ADDIE • SAM • Adult Learning Theory • Scenario Based Learning • Performance Support Design • Microlearning • Blended Learning Strategy

Professional Experience

Senior Learning Experience Designer

HUB International | *March 2025 - Present*

Enterprise Learning Initiatives

- Enterprise AI Enablement Program (20,000+ employees)
- Technology Transformation Learning Programs
- New Hire Curriculum Modernization Initiative
- Lead the enterprise AI learning enablement program supporting 20,000+ employees, establishing the learning strategy, curriculum, and adoption resources that guide responsible use of generative AI across the organization.
- Partner with senior leadership, change management teams, and SMEs to translate emerging AI capabilities into practical learning experiences.
- Guide internal learning teams on incorporating generative AI tools into learning development workflows to improve content creation efficiency and innovation.
- Designed and launched a scalable new-hire learning program supporting 10,000+ employees and increasing hands-on learning engagement by 60%.
- Improved training adoption from 23% to 92% by redesigning learning experiences around learner needs and stakeholder alignment.

Learning Experience Designer

HUB International | *May 2023 - March 2025*

- Designed enterprise learning programs across virtual, facilitator-led, and eLearning modalities.
- Developed English and French training curricula for system migrations impacting 10,000+ users.
- Created job aids, quick reference guides, and learning resources supporting performance and adoption.
- Applied ADDIE methodology and adult learning science to design scalable learning programs supporting enterprise technology initiatives.
- Designed blended learning programs and digital learning solutions supporting enterprise technology adoption and large-scale workforce readiness initiatives.

Learning & Development Specialist

Rogers Public Schools | *August 2018 - May 2023*

- Designed and implemented learning programs supporting organizational change initiatives, professional development, and workforce capability building.
- Developed 50+ learning assets, including eLearning modules, virtual training sessions, and instructor-led programs, supporting workforce development initiatives.
- Applied instructional design best practices to ensure consistency, engagement, and scalability.
- Partnered with departmental SMEs to identify learning gaps and develop targeted solutions.
- Designed assessments and performance metrics to evaluate program effectiveness and learner outcomes.

Educational Background

BA Education

University of Arkansas

August 2014 - May 2018

MA Management

University of Central Arkansas

August 2021 - May 2023