

Deborah Allen

Instructional Designer

L&D leader with 14 years designing and running learning functions for high-growth tech and biotech companies. Built teams from 2 to 11 designers, stood up an internal design system for learning, and tie every program to a business metric the executive team already tracks.

EDUCATION



M.Ed., Educational Technology,
Arizona State University, 2013

B.A., Communication, University
of Arizona, 2009

Certified Professional in Talent
Development, 2020

Associate Professional in Talent
Development, 2014

KEY SKILLS



- L&D team leadership and hiring
- Learning strategy and roadmap development
- Skills taxonomy and competency modeling
- Learning platform administration and vendor management (Cornerstone, Docebo, Canvas)
- Articulate Storyline, Rise, and Figma component libraries
- GxP and regulated-industry training design
- Learning analytics and business-metric reporting
- Budget ownership and vendor negotiation

PROFESSIONAL EXPERIENCE



L&D Manager | Sierra Peak Biosciences, Phoenix, AZ,
2021 – Present

- Manage a team of 9 (6 designers, 2 learning platform admins, 1 program coordinator) supporting 2,400 employees across R&D, manufacturing, and commercial.
- Rebuilt the GxP training curriculum with QA and regulatory; audit findings related to training dropped from 7 in the prior year to 1 at the next inspection.
- Introduced a skills taxonomy tied to job architecture so managers can pull a real gap report before writing development plans.
- Own a \$1.4M annual L&D budget covering vendors, tools, and content licensing; renegotiated the learning platform contract and freed roughly \$180K for new content work.
- Partner monthly with the top HR executive on workforce planning inputs, especially manufacturing scale-up scenarios.

Instructional Design Lead | Cobalt Ridge Software, Scottsdale, AZ,
2018 – 2021

- Led a team of 5 designers building customer-facing product training and internal enablement for a fast-growing DevOps platform.
- Stood up a shared component library in Storyline and Figma, cutting the time to produce a new module from around 6 weeks to 3.
- Set up a quarterly content audit and retired 62 courses that no one had opened in over a year.
- Ran hiring for the team, moving from all-contract to a mostly full-time staff over 18 months.
- Reported program metrics to the VP of Customer Success using a simple dashboard tied to product adoption events, not just course completions.

Senior Instructional Designer | Ironwood Learning Consultants, Tempe, AZ,
2015 – 2018

- Consulting designer on projects for utilities, higher ed, and federal clients; served as the design lead on engagements above \$200K.
- Wrote proposals and scoping documents that translated fuzzy client asks into a clear deliverable list and a defensible hour estimate.
- Coached client-side training teams on phased and iterative design workflows so they could maintain deliverables after handoff.
- Represented the firm at ATD chapter events in the region.

Instructional Designer | Grand Mesa Community College, Mesa, AZ,
2011 – 2015

- Curriculum architecture and content lifecycle governance
- Executive stakeholder partnership (top HR executive, VP-level)
- Phased, iterative, and agile course development
- Accessibility standards and course quality review

- Partnered with faculty across nursing, welding, and business programs to move face-to-face courses into a Canvas-based hybrid format.
- Ran a summer faculty institute each year (usually 25 to 30 instructors) on course design and accessibility basics.
- Built the college's first Quality Matters rubric review process for online courses.
- Wrote the internal style guide for video captions, transcripts, and alt-text that the college still uses.