

Kelsey Flores

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Learning Experience Designer (LXD) | Instructional Design | eLearning Development

Portfolio: klearningdesign.com

PROFESSIONAL SUMMARY

Learning Experience Designer who blends modern technology with adult learning theory to design intuitive, engaging learning experiences. Uses ADDIE or SAM based on project needs and organizational goals, grounded in established learning theories including constructivism, behaviorism, and experiential learning. Committed to inclusive design through UDL principles and WCAG accessibility standards. Leverages generative AI to accelerate ideation and drafting, supporting rapid iteration and delivery.

CORE COMPETENCIES

- **Instructional design:** ADDIE, SAM; adult learning theory application; measurable objectives and assessment alignment
- **Analysis and design documentation:** learner and task analysis; design deliverables, storyboards, scripts; development-ready specifications
- **Learning solutions:** blended learning, eLearning, microlearning, performance support
- **Instructional strategies:** scenario-based learning, simulations, gamification, scaffolding, metacognition, jigsaw method
- **Learner experience design:** learner-centered UX/UI best practices; intuitive navigation, visual hierarchy, interaction patterns
- **Accessibility and inclusive design:** UDL-informed design; WCAG evaluation; remediation recommendations
- **Collaboration and quality:** SME partnership, content QA, iterative review cycles and revisions
- **Project execution:** prioritization, timeline management, multiple deliverables, shifting priorities; AI-assisted ideation and drafting

TOOLS AND TECHNOLOGY

- **Authoring and publishing:** Articulate 360 (Storyline, Rise), Adobe Captivate, SCORM; HTML5 publishing; cloud hosting
- **LMS:** Canvas, Blackboard
- **Design and multimedia:** Adobe Creative Cloud (Photoshop, Illustrator), Camtasia, Canva
- **Project and documentation:** Jira, Asana, Confluence
- **Data and systems:** Advanced Excel, SQL; iCIMS Talent Management

EDUCATION

Master of Science (M.S.), Instructional Design and Technology | CSU Fullerton | 05/2025 | GPA: 3.95/4.0, Academic Honors

Master of Business Administration (MBA), Business Administration and Management | UT Permian Basin | 08/2023 | GPA: 3.88/4.0

Bachelor of Arts (B.A.), Psychology | UT Permian Basin | 12/2021 | GPA: 3.92/4.0, Magna Cum Laude

CERTIFICATES

California State University, Fullerton

- Instructional Design, Level 1: Foundations of Instructional Design
- Instructional Design, Level 2: Instructional Design and Application

WORK EXPERIENCE

Independent Contractor | Outlier AI (Scale AI ecosystem) | 2023 - Present

Quality Control Auditor, LLM Evaluation | 12/2025 - Present

- Audit contributor-generated evaluations and training-data artifacts against detailed project specifications, rubrics, and evidence requirements.
- Validate consistency across prompt, rubric, and ground-truth solution so scoring is reproducible and aligned to the spec.
- Identify rating misalignments, missing evidence, and guideline violations; document required corrections for resubmission and calibration.
- Ramp quickly across diverse domains and task types, applying strong judgment with particular strength in education, business, and psychology.

LLM Evaluation Specialist and AI Training Data Contributor | 2023 - Present

- Build end-to-end evaluation packages for LLM training, including realistic prompts, reference solutions, and multi-dimensional rubric scorecards used to grade model outputs.
- Create step-by-step solution keys, ideal responses, and file-based deliverables to validate correctness, formatting, and tool usage for complex tasks with multi-file inputs and outputs.
- Produce SFT-style feedback through demonstrations, rewrites, and response improvements aligned to defined criteria.
- Provide RLHF-style preference feedback through comparisons and rankings to guide model behavior; support ongoing calibration by surfacing decision-rule gaps and clarifying rubrics.

Regional Recruitment Manager | Student Transportation of America | 08/2016 - 12/2019

- Designed and developed a driver ambassador training program to support community-based recruiting and improve brand perception, strengthening hiring outcomes with a structured rollout and field-ready training materials.
- Supported development of an internal training program for implementation of iCIMS Talent Management Software, enabling consistent adoption across locations.
- Built and scaled an internal recruitment function across a multi-state region to address persistent driver staffing shortages, establishing standards, guidelines, and repeatable workflows.
- Conducted site visits to observe terminal-level processes and identify gaps; partnered with leadership to implement improvements and ensure compliance with federal, state, and local requirements.
- Partnered with regional leadership to define staffing targets, forecast current and future needs, and develop a recruitment budget aligned to operational goals.

Department Manager | H&M | 08/2015 - 07/2016

- Led onboarding, training, and development for department team members, providing ongoing feedback and performance coaching.

Store Manager | Nutrition Enterprises LLC (GNC) | 04/2012 - 08/2015

- Led onboarding, training, and coaching to improve product knowledge and performance through regular feedback and development.

FOH Trainer | California Pizza Kitchen | 01/2006 - 01/2009

- Oversaw onboarding and position training for front-of-house roles, combining classroom instruction with hands-on practice and coaching.