

STACEY HIETIKKO

Senior Instructional Designer | Strategic Learning & Enablement Leader

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PROFESSIONAL SUMMARY

Instructional design leader with a proven track record of building AI-powered, human-centered learning solutions that simplify complex processes and drive measurable business outcomes at global scale. Hands-on owner of LMS platforms and SCORM-compliant content pipelines, from strategy through polished, published delivery. Skilled at partnering with sales, marketing, and operations leaders to turn complex, fast-changing products into engaging, on-brand training for large, distributed audiences. Leverages Claude, ChatGPT, and Gemini daily to accelerate development and elevate content quality and brings hands-on mentorship experience growing junior designers into promotion-ready contributors.

WORK SAMPLES

Onboarding Redesign: designstacey.com/puzzle2

Desktop Simulator: designstacey.com/puzzle1

Job Aids & Performance Support: designstacey.com/tools-and-resources

Additional portfolio samples at designstacey.com

SIGNATURE STRENGTHS & COMPETENCIES

- **DESIGN & DEVELOPMENT:** Articulate 360 (Storyline 360, Rise 360) • Reach 360 • Vyond • Camtasia • Snagit • Canva • Figma • Guidde • Synthesia • PowerPoint • Google Slides
- **AI & AUTOMATION:** Claude • ChatGPT • Gemini • GenAI Learning Design • Prompt Engineering • Google Cloud AI
- **PLATFORMS & CONTENT STANDARDS:** LMS Administration • SCORM-Compliant Package Development
- **SYSTEMS & ANALYTICS:** Salesforce • Looker • Jira • Confluence • Google Workspace • Google Cloud Services
- **OTHER:** WordPress • Adult Learning Theory • Scenario-Based & Storytelling-Driven Design

PROFESSIONAL EXPERIENCE

YAHOO INC., Global Headquarters: Sunnyvale, CA / Remote 2021 – 2026

Senior Instructional Designer | Training Program Manager

Designs, delivers, and leads global training programs supporting technical support agents across three worldwide call centers. Drives operational readiness for complex platform changes, product launches, policy shifts, and customer-impacting transitions within Yahoo products.

- Redesigned two flagship curricula (global onboarding and New Hire Accounts), cutting training time up to **34%** and generating an estimated **\$168K in combined annual savings per 1,000 learners** through curriculum consolidation, scenario-based design, and targeted microlearning.
- Revamped Yahoo's annual, mandatory social engineering and cybersecurity training in 2024, a redesign so well received it was adopted by Yahoo's security team, **The Paranoids**, for company-wide required training, then built an entirely new edition from the ground up for 2025.
- Independently designed and built a fully interactive Yahoo Mail desktop simulator in Articulate Storyline using advanced triggers, variables, and custom navigation, giving agents a secure, hands-on environment to train and troubleshoot after direct product access was restricted for data security.
- Drove measurable service outcomes during high-friction product changes: maintained CSAT within **-3% to +6%** of historical benchmarks through forced Yahoo Mail migrations, and delivered **4% CSAT and 3% resolution gains** during Comcast & Cox ISP migration support.
- Created training videos, job aids, and support materials for external brand partners, including **Comcast/Xfinity and AT&T**, preparing their support teams for Yahoo Mail platform and app changes and extending training reach beyond internal audiences into B2B partner organizations.

- Authored and maintained customer-facing Knowledge Management content directly in **Salesforce, including HTML-coded articles**, that fed the public Yahoo and AOL help sites, keeping agents and customers current on new products, policy updates, and service changes.
- Led the learning strategy for Yahoo Mail transitions impacting **285,000 customer contacts**, preparing **over 1,000 employees** for policy changes, product updates, and shifting customer expectations in partnership with Operations, Product, and Team Lead stakeholders.
- Mentored and informally directed the workflow of junior instructional designers, contributing to **multiple internal promotions**.

PRECISION PAYROLL OF AMERICA, Oakbrook Terrace, IL 2004 – 2020

Director of Training | Director of Information Services

- Directed a national training and IT operations organization, managing a team of **5 direct reports** and owning curriculum development, client education, and technology operations for a national payroll provider.
- Built a complete web-based training library from the ground up, supporting training and support delivery for **2,000+ active clients**.
- Improved client satisfaction from **90% to 95%**.
- Negotiated technology vendor contracts, achieving **25% annual cost savings**, while owning risk and compliance alignment across SOC/SSAE audit cycles.
- Early Career: Progressive roles in training management and technical support leadership, including curriculum development, client onboarding, and software training delivery for **1,500+ clients**.

EDUCATION

M.Ed., Educational Policy, Organization & Leadership, Learning Design & Leadership

University of Illinois Urbana-Champaign

Bachelor of Arts, Psychology

North Central College

RECENT CERTIFICATIONS

Google Generative AI Leader • ATD Adult Learning • ATD Storyline Certificate • Instructional Systems Design Management & Leadership • ATD Applying AI in Learning & Development