

Beth Skudzienski

Senior Learning Experience Designer

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[Portfolio](#)

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SUMMARY

Senior Learning Experience Designer with Harvard certification in Learning Design & Technology and deep expertise in product marketing education, customer enablement, and scalable learning strategy. Proven ability to deliver data-driven, high-impact programs that support global go-to-market efforts, product adoption, and cross-functional team readiness. Skilled collaborator across Product Marketing, Sales, and Product teams with a human-centered, results-focused approach.

- GTM, Sales & Customer Enablement
- Self-Serve Learning Design
- Technical Content Development
- Global & Scalable Learning Programs
- UX/Design Collaboration
- Product-Led Enablement
- Needs Analysis & Program Effectiveness
- Cross-Functional Collaboration
- In-App Guidance & eLearning
- Data-Driven Learning Strategy & Lifecycle Design
- Localization & Scaled-Delivery
- Instructor-Led & Self-Paced Training

PROFESSIONAL EXPERIENCES

BOARD INTERNATIONAL

Senior Instructional Designer | July 2023-Present

Lead enablement for Sales, Technical Sales, Customer Success, and partners, delivering learning programs that drive product adoption and customer success.

- Lead global customer education and internal enablement, designing scalable, journey-based programs that support product adoption and self-service learning across sales, success, and support teams
- Design and implement global onboarding programs for newly acquired technologies, reducing ramp time for customers and customer-facing teams for business-critical initiatives
- Partner with Product Marketing, Product, and Sales teams to design GTM education and feature-based learning that supports positioning, storytelling, and product differentiation
- Collaborated on video scripts and visual learning assets that supported sales campaigns and internal field readiness
- Design and deliver CX enablement programs for Customer Success and Professional Services, developing eLearning, job aids, and documentation to support new implementation methodologies, feature adoption, and GTM success in collaboration with cross-functional teams
- Conduct needs analysis and implement feedback loops and assessment frameworks to measure impact, improve programs, and inform design
- Standardize global instructor-led training programs and implement virtual labs to ensure a consistent, hands-on customer experience across regions
- Mentor instructional designers to build team capability, enhance content quality, and expand impact of customer-focused learning solutions

META

Senior Instructional Designer | March 2023-July 2023

Led customer education and internal enablement initiatives to support global product launches, customer onboarding and adoption, self-service and satisfaction.

- Led GTM training strategy and internal field enablement for high-priority product launches, aligning content with product marketing goals and customer messaging
- Created technical, customer and partner-facing materials including in-app learning, live training, and documentation to enhance self-service, reduce time-to-value, and support product understanding
- Collaborated with UX researchers and product teams to design learning experiences that align with user feedback and product evolution
- Analyzed data and feedback to identify content gaps, refine enablement, and reduce support cases
- Conducted needs analyses and defined success metrics to continuously optimize onboarding experiences and measure impact
- Designed live and on-demand training experiences tailored to customer personas and product complexity

META

Instructional Designer | March 2022-March 2023

Designed scalable internal and customer-facing learning solutions to support product adoption, customer success, and ongoing feature enablement.

- Created curriculum, facilitator guides, and multimedia content to accelerate self-service adoption and improve customer engagement
- Created data-driven learning content to boost adoption and retention of new product features, enhancing customer experiences
- Collaborated with cross-functional teams during product sprints to align enablement with new feature releases, ensuring readiness and timely delivery
- Identified internal enablement gaps and contributed to the development of a comprehensive process to streamline onboarding and continuous learning
- Restructured content organization and display to better support client onboarding journeys and sustained engagement
- Established SLAs and optimized workflows to improve project delivery and foster stronger collaboration with stakeholders
- Co-developed the learning team's style and voice guide in partnership with Marketing, ensuring brand-aligned, consistent content delivery

KUSTOMER

Instructional Designer | November 2021-March 2022

Designed customer and internal enablement programs to support product launches, onboarding, and feature adoption.

- Created the first company end-to-end learning experience for a product launch, supporting successful customer onboarding and time-to-value
- Developed multi-modal content—micro-courses, videos, and learning paths—to close knowledge gaps and drive engagement
- Leveraged user data and analytics to design personalized, data-driven learning experiences that improved adoption and knowledge retention
- Collaborated cross-functionally to deliver enablement resources aligned with implementation milestones and customer needs

SACRED HEART UNIVERSITY

Instructional Designer | September 2020-November 2021

Designed and delivered end-to-end learning experiences across multiple modalities to support university-wide initiatives.

- Led the design of blended, micro, virtual, and in-person programs grounded in learning theory and instructional best practices
- Collaborated with subject-matter experts to develop curriculum pathways and high-impact multimedia content
- Oversaw LMS administration and managed third-party vendor relationships to support scalable delivery and operational efficiency

ADDITIONAL CAREER HISTORY

Assistant Director, Accessibility| Sacred Heart University|August 2017- September 2020

Case Manager & Teacher|New Canaan Public Schools|August 2016-June 2017

Case Manager & Teacher|Ridgefield Public Schools|June 2010-August 2016

EDUCATION & CERTIFICATIONS

Graduate Certificate
Harvard University
Learning Design & Technology

Master of Arts
The University of Connecticut
Curriculum & Instruction

Bachelor of Science
Liberty University
Education

HIGHLIGHTS & SKILLS

- Human-Centered Design
- Curriculum Architecture & Assessment
- Customer-Centric Messaging
- Dynamic Written & Visual Communication
- Stakeholder Engagement & Alignment
- Articulate 360, Camtasia, Adobe Creative Cloud, Jira, Figma, Miro, Canva, iMovie, WorkRamp & Skilljar