

Shawn Zuratovic

Senior Learning & Development Leader

Senior learning and development leader with 15+ years turning training into measurable business results for Fortune 500 and global organizations. Combines learning strategy and budget ownership with hands-on eLearning and AI-powered content development, including programs deployed across 32 countries at 92% completion.

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SKILLS

Learning Strategy

Instructional Design

eLearning Development

AI-Powered Learning

Technical Training

Change Management

Learning Analytics

LMS Administration

Budget Management

Project Management

Microlearning

Video Production

Onboarding Programs

Blended Learning

Vendor Management

TECHNICAL SKILLS

Learning Technology

Articulate 360 (Storyline, Rise), Adobe Captivate, Camtasia, Vyond, Docebo, SAP SuccessFactors, Cornerstone OnDemand, Workday Learning, Moodle, SCORM/xAPI

Other Technology

Adobe Creative Suite, Adobe After Effects, Figma, Microsoft 365, Microsoft Copilot, ChatGPT/AI/Copilot, Salesforce, SharePoint, JIRA, Tableau, Power BI

WORK EXPERIENCE

Instructional Design Lead - IT Learning Solutions

Progressive Insurance

01/2026 - Present

- Shipped 12 eLearning modules and 15 interactive video assets for Microsoft Copilot, Salesforce, and AWS rollouts
- Reduced end-to-end development cycles 42% by implementing generative AI for scripting, assets, and accessibility
- Drove 88% user adoption for the Microsoft Copilot deployment through targeted enablement and training
- Maintained 4.8/5.0 CSAT (96% satisfaction) across all newly developed IT Learning Solutions content
- Scaled enterprise Responsible AI curriculum to 25,000+ employee completions across the global workforce

Senior Training & Communications Manager - Digital Transformation

TE Connectivity

02/2024 - 12/2025

- Achieved 91% satisfaction and adoption by developing technical training for 3,000+ users on complex CRM systems
- Achieved 92% completion vs 15% benchmark across 32 countries by deploying strategically designed programs
- Drove 88% engagement (43% above baseline) across 15K+ employees through a strategic communications plan
- Cut content development time 35% and raised quality 28% by implementing AI-powered authoring tools
- Cut implementation time 22% while ensuring high adoption by partnering with executives on training initiatives

Senior Learning Manager

Insperty

11/2017 - 02/2024

- Saved \$350K annually on a \$1.2M learning program budget through strategic vendor partnerships
- Identified \$1.5M in development opportunities by conducting training needs analysis for 300,000+ employees
- Reduced development time 65% by leading 15+ instructional designers in adopting AI tools
- Increased course completion 37% by building responsive eLearning modules optimized for mobile devices

Business Technology Training Lead

Salesforce

08/2021 - 03/2023

- Accelerated agent performance 40% by launching a global blended learning program
- Exceeded engagement targets 20% by producing 35 high-impact training videos for Salesforce implementation
- Achieved 85% first-attempt pass rates by developing certification exams and assessments with SMEs
- Delivered simultaneous program rollout across 10 global locations using scalable training frameworks

Global Learning Consultant

Nielsen

12/2017 - 05/2019

- Increased engagement 135% by building 200+ microlearning assets for 50,000+ employees and customers
- Expanded skills development 50% by building cross-geography consensus on learning strategies
- Drove 28% higher engagement from underrepresented groups by designing inclusive diversity training strategies
- Simplified complex data science topics into eLearning and dashboards for an employee advancement program

Instructional Designer & Learning Consultant

Highmark Health

06/2016 - 12/2017

- Cut delivery costs 40% for 35,000+ employees by converting classroom training to video-based eLearning
- Improved learner retention 25% by implementing virtual instructor-led training with active learning strategies
- Implemented onboarding program and 2-week Consulting Boot Camp via virtual, in-person, and blended delivery

Learning and Development Manager

Clever Sponge

01/2010 - 11/2017

- Reduced training costs 40% while improving outcomes by pioneering video-based microlearning production
- Boosted learner proficiency 45% over traditional methods with interactive simulations and short-form content
- Improved team efficiency 32% by building comprehensive content production workflows with consistent quality

Lead Clinical Trainer

University of Pittsburgh

08/2008 - 06/2016

- Administered Moodle LMS for educational programs across 5 departments serving 2,000+ students and faculty
- Cut per-learner costs 20% while improving outcomes by pioneering VR simulation development for medical training
- Resolved 95% of faculty and student issues within 48 hours through documentation and technical support

EDUCATION

Master of Business Administration (MBA)

Western Governors University

B.S. Psychology

University of Pittsburgh

B.A. Communications

University of Pittsburgh

CERTIFICATIONS

Articulate AI Assistant Certification

Articulate · 2026

AI For Everyone

DeepLearning.AI · 2025

Camtasia Certification

TechSmith · 2024

Strategizing the Use of Generative AI in Learning Design

University of Michigan · 2026

Google AI Essentials Specialization

Google · 2025

Learn with Workday

Workday · 2024