

TOM WASHAM

Senior Instructional Designer | AI-Enabled Learning Specialist

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Available for hourly consulting engagements

Senior instructional designer with 20+ years of experience delivering 250+ courses to 50,000+ learners across Fortune 500, nonprofit, and government clients. Now blending classic ID rigor with an AI-enabled production workflow — using Claude, ChatGPT, Synthesia, HeyGen, ElevenLabs, and NotebookLM to compress typical course development timelines from weeks to days without sacrificing instructional quality.

SELECT CLIENTS

UNITED NATIONS • UBER • IHEARTMEDIA • ANDERSEN WINDOWS • MARS • 7-ELEVEN • WESCO • GRANT THORNTON • EQUINIX

FEATURED ENGAGEMENT Wesco • 2023 – Present

AI-Enabled Course Development at Enterprise Scale

Integrated Claude, ChatGPT, and ElevenLabs into the storyboarding, scripting, and voiceover pipeline. Vibe coded custom interactions in Articulate Storyline and Rise to generate JavaScript logic and branching on demand. Reduced typical course build time from 3–4 weeks to under one week while maintaining enterprise-quality instructional outcomes.

CORE SKILLS

AI-Enabled ID • Claude, ChatGPT, NotebookLM, Synthesia, HeyGen, ElevenLabs, custom GPT workflows, AI-assisted storyboarding, rapid prototyping

Instructional Design • ADDIE, SAM, adult learning theory, scenario-based learning, gamification, performance-based assessment

Authoring & Tools • Articulate 360 (Storyline, Rise, Review), Adobe Captivate, Camtasia, Canva, Adobe Creative Suite, SCORM / xAPI

Delivery • Multi-stakeholder project management, SME facilitation, multilingual course development, LMS deployment

SELECTED ENGAGEMENTS

iHeartMedia — 8-Year Client Relationship 2016 – 2024

Created eLearning experiences across the iHeartMedia organization; published 6+ hours of eLearning video for internal training; partnered with L&D leadership to implement best practices across departments.

United Nations — Multilingual Community Policing Training 2021

Partnered with the International Office of Migration to develop multilingual training for field operations in Iraq.

Andersen Windows — Certification Training for Contractors 2022 – 2023

Designed and developed 25+ eLearning courses for contractors, builders, and architects; managed end-to-end implementation across complex multi-stakeholder projects.

Uber, Inc. — Uber Eats Platform Rollout 2018

Developed 11 eLearning modules for the Uber Eats application launch, plus 12 support-staff training modules and a market-facing explainer video for Uber Rush.

Prior engagements: Northern Trust • Grant Thornton • Equinix • 7-Eleven • Mars, Inc. • Microsoft — [full portfolio at tomwasham.com](https://tomwasham.com)

EDUCATION

M.S., Instructional Design & Technology — Western Illinois University 2009

B.S., Graphic Design — Western Illinois University 2007