

Diana Jacobs

Learning Experience Leader | Design-Led Enablement, Onboarding & AI-Ready Learning Systems

Portfolio: deejacobs.com

Summary

Learning Experience Leader with a foundation in web design and a focus on creating clear, human-centered learning and enablement experiences. Experienced in onboarding, sales enablement, and learning systems design across multiple formats, including eLearning, platforms, dashboards, presentations, and communications.

Known for translating complexity into usable experiences and designing with attention to how people process information, make decisions, and apply learning in real-world contexts—including emerging, AI-supported workflows.

Core Skills

- **Learning & Enablement:** Learning Experience Design, Sales Enablement, Onboarding Design, Blended Learning, Self-Paced Learning, Enablement Content Design
 - **AI & Future-Ready Learning:** AI Literacy, AI-Ready Learning Systems, Generative AI for Learning Design, AI-Assisted Content Design, Human-Centered AI Adoption
 - **Systems & Operations:** Learning Systems Design, Learning Platform Operations, Content Governance, Learning Analytics & Reporting
 - **Design & Experience:** Visual Design, Interaction Design, Information Architecture, UX / UI Design
 - **Behavioral & Human-Centered Design:** Behavioral Learning Design, Learner Engagement
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Work Experience

Learning Experience Leader

Nextiva | Mar 2022 – Present

- Design and evolve learning and enablement experiences supporting onboarding, sales readiness, and ongoing development.
- Create multi-modal learning solutions across eLearning, internal platforms, websites, dashboards, presentations, and communications.
- Apply design principles such as layout, hierarchy, and interaction design to improve clarity, usability, and learner confidence.
- Partner cross-functionally with People, Legal, Security, Marketing, and Product teams to align learning with evolving business needs.
- Convert instructor-led content into scalable, self-paced learning to improve efficiency while preserving learning intent.
- Contribute to AI-ready learning systems by evaluating emerging tools and translating AI capabilities into practical, learner-centered use cases.

Work Experience Continued.

LMS Administrator

Nextiva | Jul 2021 – Mar 2022

- Managed learning platform operations supporting employee and partner training, including content publishing, reporting, and learner support.
- Audited learning data and workflows to improve accuracy, usability, and reporting reliability.
- Redesigned LMS navigation, notifications, and overall experience to improve clarity and engagement.
- Contributed work during this period that was later recognized with the Docebo Inspire Learning Award – Best Learning Experience Design.

Web Designer

TTI Success Insights | Aug 2018 – Jul 2021

- Designed and maintained public-facing websites, landing pages, and email templates with a focus on usability and visual clarity.
- Owned end-to-end web projects, balancing design quality, timelines, and stakeholder needs.
- Used analytics and performance data to inform design decisions and improve user experience.
- Collaborated with developers and marketing teams to deliver cohesive, business-aligned digital experiences.

Visual Designer & Front-End Developer

Interactive Sites | Sept 2016 – Aug 2018

- Led visual design for websites and web-based applications from concept through implementation.
- Collaborated closely with developers to ensure designs were feasible, performant, and implemented accurately.
- Presented design rationale to clients and stakeholders, building shared understanding and trust.
- Balanced creative direction with technical constraints and long-term maintainability.

Website Designer

GoDaddy | Aug 2014 – Sept 2016

- Built and updated customer websites, supporting a wide range of small business needs.
- Iterated on designs based on customer feedback to improve usability and outcomes.
- Supported early WordPress initiatives through testing, feedback, and process refinement.
- Gained insight into designing at scale within template-based systems.

Work Experience Continued.

Bilingual Internet Sales & Service Consultant

GoDaddy | Mar 2013 – Jul 2013

- Supported small business customers in English and Spanish as they evaluated and adopted web products.
- Helped customers make confident decisions by explaining technical options clearly and empathetically.

Home Equity Loan Collector II

Wells Fargo | Apr 2012 – Mar 2013

- Worked with customers navigating complex financial situations, explaining options and next steps with clarity and care.

Collector II

JP Morgan Chase | Apr 2006 – Aug 2011

- Communicated complex information clearly while navigating sensitive, high-stress conversations with professionalism and empathy.

CERTIFICATIONS

- **Google UX Design Professional Certificate** (Coursera)
- **Generative AI for Learning & Development** (LinkedIn Learning)
- **AI-Powered Learning & Development Professional** (LinkedIn Learning)
- **Agentic Artificial Intelligence: AI Agents for Business & Work** (LinkedIn Learning)

AWARDS

- **Docebo Inspire Learning Award** – Best Learning Experience Design