

BRENT MICHAEL ESPINEDA

INSTRUCTIONAL DESIGNER | AI LEARNING SYSTEMS & PERFORMANCE SOLUTIONS

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SUMMARY

Instructional Designer specializing in AI-enabled learning and performance solutions, with 5+ years of designing and delivering learning across K-12, higher education, corporate L&D, and online programs. Diagnose learning and workflow problems, architect interventions, and build reusable AI systems and learning experiences grounded in learning science. Own course-authoring and evaluation systems at ASU Online.

CORE SKILLS

Learning & Performance: Needs & Performance Analysis | Backward Design | Constructive Alignment | Cognitive Load | Universal Design for Learning (UDL) | WCAG 2.1 AA

AI & Solutions: AI Workflow Architecture | System Prompts | AI Agents | Human-in-the-Loop Evaluation | Retrieval-Augmented Generation (RAG) | Knowledge Bases

Technology & Enablement: Canvas LMS/API | Claude Code | Codex | Airtable | Rise 360 | Storyline 360 | HTML Interactives | Rapid Prototyping | Faculty/SME Consulting | Training

Tools: Claude | ChatGPT | Python | PostgreSQL | Redis | Supabase | Railway | Cloudflare | Microsoft 365 | Google Workspace

EXPERIENCE

EdPlus at Arizona State University | Instructional Designer

Nov 2025 - Present

- Build and maintain ASU Canvas Builder, an AI course-authoring system enabling adaptive workflows and automating course building. Onboarded 35+ instructional designers; 18 report active use in a team poll. Set the product roadmap, system design, releases, maintenance, and training.
- Lead the development of SCOUT Omega, a human-in-the-loop course-health audit that drives rule-based and contextual AI checks from a specification with more than 40 criteria; in a 100-course pilot, assisted review averaged 56.4 minutes across 42 measured reviews, about half the estimated 1.8-hour manual review step.
- Diagnosed upstream design problems from learning and performance evidence; compared two Juris Doctor courses with a model course and found assessment and feedback designs that did not support the stated applied legal-reasoning outcomes. Used learner and course data to recommend build changes to program leadership.
- Lead end-to-end design of Data Science, Juris Doctor, and International Affairs graduate courses and partner with faculty in rapid-prototyping accelerators, applying constructive alignment, cognitive-load reduction, formative practice, accessibility, and iterative mockups.
- Build organizational AI capability by training 20+ colleagues, creating managed-platform RAG knowledge assistants, and mapping current-state pain points to future-state instructional-design workflows.

Amazon | Learning Trainer

Dec 2024 - Nov 2025

- Built Project TIES, a production automation for training evaluation and SOP monitoring; increased survey participation by 55%, eliminated 80+ hours of quarterly manual reporting per teammate, and surfaced outdated procedures.
- Designed and facilitated process, safety, de-escalation, leadership, and AI training; trained 64+ associates directly and reached 300+ through online modules, with every instructor-led training rated 5/5.
- Built branching leadership simulations and AI Fundamentals training; 11 of 12 managers reported confidence in applying the learning, and 20 AI-training participants averaged 90% on a performance grader with 5/5 satisfaction.

Amazon | Logistics Specialist

Jul 2024 - Dec 2024

- Managed 6,500+ operational escalation cases before moving into Learning, drawing on recurring process failures to shape later training, knowledge support, and workflow interventions.

CNMI Public School System | School Counselor

Jul 2023 - Apr 2024

- Designed and taught counseling and social-emotional learning curricula for K-12 learners, including objectives, lesson plans, assessments, and digital learning materials.
- Secured a 20% program budget increase with a data-backed grant proposal and facilitated professional development for school counselors.

EARLIER LEARNING ROLES

CNMI Public School System | School Counseling Intern

Sep 2022 - May 2023

- Designed and delivered SEL and career-counseling workshops for 1,500+ students and facilitated Child Study Team and Section 504 meetings.

Saipan Southern High School | High Dosage Tutor

Jun 2021 - Jul 2023

- Tutored 100+ students in math, English, and science, with a 50% measured performance improvement.

Northern Marianas College | Tutor, Project PROA

Aug 2020 - May 2021

- Led program marketing and financial literacy workshops and tutored STEM one-on-one, reaching 1,000+ students.

Northern Marianas College | Tutor, Disability Support Services

Aug 2019 - May 2020

- Tutored students with documented disabilities and took their classroom notes, keeping accommodations confidential.

EDUCATION & CERTIFICATIONS

B.S. in Education, Summa Cum Laude - Northern Marianas College

Graduate Course: OPWL 535 - Principles of Adult Learning - Boise State University (adult learning theory, conditions of learning, instructional strategy and technology selection, case-study analysis)

Credentials: Applied AI Foundations - Pilot | IBM Data Analyst Professional | Asana Workflow Specialist