

Brian Via

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Executive Profile

Learning experience and design leader with 15+ years of experience shaping enterprise learning strategy, instructional design, visual learning experiences, and workforce capability across healthcare, insurance, technology, and pharmaceutical organizations. Proven success leading high-performing design and creative teams, establishing scalable design standards and learning systems, and translating complex content into engaging, accessible experiences across digital learning, curriculum, presentations, facilitator resources, and performance support. Combines strategic leadership with hands-on design expertise, strong project and vendor management, and executive-level collaboration to deliver high-quality learning solutions at scale. Champions accessible and inclusive design, emerging technologies, and AI-enabled workflows to strengthen creative quality, brand consistency, and production efficiency.

Core Qualifications

- Learning Experience & Visual Design Strategy
- Creative Direction & Design Leadership
- Visual Brand & Design System Stewardship
- Curriculum & Learning Experience Architecture
- Presentation & Educational Material Design
- Design Standards, Accessibility, & Quality
- Cross-Functional Creative Leadership
- Executive & Stakeholder Partnership
- Design Project & Production Management
- Creative Vendor & Contractor Leadership
- AI-Enabled Design & Learning Innovation
- Design Operations & Continuous Improvement
- Expert Proficiency in Adobe Creative Suit, Microsoft Suite, and Articulate 360

Professional Experience

Manager, Instructional Design & Technical Training | AmeriHealth Caritas | 2021–Present

- Lead and develop a team of instructional designers responsible for the strategy, design, and delivery of enterprise learning experiences supporting large-scale transformation initiatives affecting thousands of employees.
- Direct learning experience and visual design strategy across eLearning, instructor-led and virtual training, facilitator guides, presentations, job aids, performance support, and digital learning assets, ensuring materials are engaging, accessible, and aligned with organizational standards.

- Directed the learning strategy and end-to-end curriculum design for a multi-year enterprise Salesforce transformation, aligning role-based learning, communications, performance support, and learner-readiness activities across multiple lines of business.
- Establish and govern scalable design systems, templates, development standards, visual guidelines, and quality-assurance practices that strengthen brand consistency, learner experience, accessibility, and production efficiency across learning deliverables.
- Provide hands-on creative and instructional direction for high-priority learning initiatives, reviewing information architecture, layout, visual hierarchy, graphics, interactions, and presentation design to translate complex systems and processes into intuitive learner experiences.
- Build scalable role-based learning paths, onboarding frameworks, curricula, and performance-support ecosystems that enable employees to build proficiency at the point of need.
- Own end-to-end learning design workflows from intake, discovery, and scoping through design, development, stakeholder review, revisions, quality assurance, implementation, and final delivery while managing multiple concurrent projects and competing priorities.
- Partner with executive leaders, business stakeholders, subject matter experts, operations, technology, change-management teams, and other creative and technical partners to translate business objectives and learning requirements into effective visual and instructional solutions.
- Lead through influence across cross-functional teams, establishing design direction, providing actionable creative feedback, resolving competing stakeholder requirements, and maintaining quality standards throughout development.
- Champion accessibility and inclusive design principles across digital learning and supporting materials, emphasizing readability, visual hierarchy, usability, consistency, and accessible learner experiences.
- Evaluate and introduce emerging learning technologies, AI-enabled tools, rapid-development approaches, and design practices to modernize learning experiences and improve development speed, scalability, and quality.
- Leverage learner feedback, performance data, stakeholder insights, and learning analytics to continuously improve curriculum effectiveness, adoption, design standards, and the overall learner experience.
- Drive continuous improvement of instructional design operations, governance, asset management, and development processes, contributing to an approximately 35% improvement in development efficiency while expanding the organization's eLearning library from approximately 50 to 116 courses.

Previous Experience

Senior Technology Training Advisor – AmeriHealth Caritas

Learning Technology Manager – Allstate

eLearning Manager – Cars.com

Training and Development Consultant – Burwood Group

Senior Clinical Training Developer – Takeda Pharmaceuticals

Additional experience available upon request.

Education

MS Health Informatics – Purdue University

BA Professional Writing & English Literature – Purdue University