

DR. AMY JONES

<https://www.linkedin.com/in/2amyjones/>

Learning and Organizational Development Leader

A creative, visionary leader in learning and organizational development, I delight in collaborative opportunities to transform complex challenges into scalable solutions. I specialize in developing innovative, insight-driven strategies that enhance team performance, service delivery, and enterprise-wide impact, leveraging human-centered design (HCD), instructional design, systems thinking, strategic partnerships, and program evaluation methodologies.

EXPERIENCE

Department of Veterans Affairs | 2014 – Present

Head of Learning Experiences & Evaluation | Customer Experience Strategist | Instructional Designer

- Leads all aspects of strategic planning, learning experiences, curriculum development, and evaluation for VA's Customer Experience Institute, influencing customer experience improvement for a 400,000-person workforce and \$1.5M contract.
- Leads teams to design and evaluate feasible, actionable solutions across varied subject matter areas, including instructional and non-instructional interventions to address organization-level and team-specific challenges.
- Leads development and implementation of an award-winning leadership training and coaching program, demonstrating immediate and sustained results, such as increased employee engagement, team cohesion, and improved internal and external communications. ROI study resulted in 19:1 BCR for the organization.
- Leads teams to research and develop innovative methods for human-centered design, instructional design and change management which are tested and implemented across the enterprise.
- Leads high-impact human-centered design (HCD) projects, leveraging quantitative and qualitative methods to uncover insights and improve experiences.
- Conducts front-end analysis to identify improvement areas, skill gaps, and process efficiencies; spearheads curriculum development aligning with strategic objectives, tailored to learner and organizational needs.
- Designs and implements innovative program evaluation strategies to measure impact and ROI.
- Establishes and nurtures partnerships across the enterprise to drive growth and increase learning opportunities, from the executive to the front-line employee level.

Webster University | 2013 – 2014

Faculty Development Coordinator

- Designed and delivered professional development workshops for global university instructors.
- Developed and launched an online onboarding program for adjunct faculty, improving instructor readiness and engagement.

Southern Illinois University Carbondale | 2010 – 2014

Adjunct Instructor & Senior Instructional Design Consultant

- Designed curriculum and marketing materials for the School of Journalism Certificate Program.
- Developed and taught online and in-person journalism courses, integrating innovative learning methodologies.

EDUCATION

Doctor of Education in Instructional & Performance Technology – University of West Florida

Master of Business Administration (15 hrs completed) – Webster University

Master of Science in Education (Instructional Design) – Southern Illinois University

Bachelor of Science in Journalism (Advertising) – Southern Illinois University

CERTIFICATIONS & SPECIALIZED TRAINING

Lean Black Belt | Lean Six Sigma Green Belt

Human-Centered Design (HCD) Certificate

Performance Improvement & Research Methods Graduate Certificates

Leadership & Organizational Systems Graduate Certificate

Consulting Skills & Leadership Development Certifications

U.S. Army Primary Leadership Development & Equal Opportunity Representative Course

AWARDS

International Society for Performance Improvement Outstanding Human Performance Intervention

University of West Florida School of Education Doctoral Student of the Year - 2024

Samuel J. Heyman Service to America Medal (SAMMIE) Nominee - 2022