

Bonnie Harper Crews

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Instructional Content Design | Facilitation | Learning & Development Program Management | Learning Experience Design

PROFESSIONAL SUMMARY

Instructional designer and facilitator with 15+ years at Apple and AT&T, building training that improves on-the-job performance. Designs interactive e-learning in Articulate Storyline, including a branching de-escalation scenario course with a live AI practice round. Designs and facilitates instructor-led and virtual sessions grounded in adult learning principles and action mapping. Currently working with Apple's Worldwide Sales & Operations Support Learning & Development team, designing and building training content, partnering with subject matter experts, and tracking enrollment and completion in an internal learning management system. Applies Kirkpatrick evaluation and WCAG 2.1 AA accessibility standards, and uses AI tools daily to draft content, build assessments, and adapt materials for different audiences. Holds the Google Project Management Certificate. Completing the Kirkpatrick Evaluation Architect (Bronze) certification (expected October 19, 2026) and the HRCI Human Resource Associate Professional Certificate.

PROFESSIONAL EXPERIENCE

WW SOS Learning & Development CE June 2026 to Present

Apple, Worldwide Sales & Operations Support L&D (competitive internal selection)

- Design and build instructional content directly, including instructor-led and virtual training sessions, job aids, and reference materials, using adult learning principles.
- Use AI tools daily to draft, revise, and accelerate content development, building practical fluency in applying AI to real production work.
- Manage training calendar logistics, coordinating facilitators, schedules, and communications across a cross-functional learning program.
- Maintain organized, accurate, and current content and completion records within Apple's internal learning management system, including enrollment tracking and reporting.
- Partner with subject matter experts and cross-functional stakeholders to validate training content and maintain version control as materials evolve.
- Assess training needs across teams through observation, feedback, and process analysis, identifying skill and knowledge gaps to address.

Senior Carpe Facto Advisor September 2021 to Present

Apple

- Serve as a primary point of contact for complex technical investigations, delivering high-touch support while managing multiple concurrent cases independently.
- Identify trends and patterns across large volumes of case data, generating reports that inform process and documentation improvements.
- Led case review sessions in team meetings, facilitating structured peer feedback discussions that turned individual case work into shared learning.

Carpe Facto Analyst (Rotation) September 2023 to January 2024

Apple

- Reviewed investigation quality and documentation accuracy to identify coaching opportunities and process improvement trends.
- Synthesized case data into structured feedback for peers and leadership, supporting quality scoring and organizational learning initiatives.

Tier 2 & Tier 1 Technical Advisor September 2015 to September 2021

AppleCare (Mac+, iOS, Beats)

- Resolved advanced hardware and software issues while consistently meeting performance and customer satisfaction standards; mentored returning advisors on documentation and quality.

Quality Assurance Performance Facilitator 2010 to 2015

AT&T (contract)

- Owned the professional development of approximately 30 representatives, designing and facilitating live training on troubleshooting, quality standards, and process improvement.
- Built supporting learning materials to reinforce performance outcomes and tracked results through recurring evaluation.

Environmental Specialist II 2005 to 2008

Lee County Health Department

- Served as liaison among contractors, engineers, homeowners, and regulators, translating technical requirements across audiences and maintaining accurate compliance documentation.
- Designed a structured homeowner education packet on septic system care, applying principles of instructional clarity and learning reinforcement.

Project Manager & Owner 2021 to Present

Residential Construction & Rental Management (personal project)

- Planned and executed a full residential build from initiation through closeout, including budgeting, permitting, and contractor coordination, then transitioned it into an operating rental property.

EDUCATION & CERTIFICATIONS

Kirkpatrick Evaluation Architect (Bronze), in progress, expected 10/19/2026

Google Project Management Certificate, Coursera, 2025

HRCI Human Resource Associate Professional Certificate, in progress, Coursera

B.A. Sociology, Minor in Environmental Studies, University of Central Florida, 2004

CORE COMPETENCIES

Instructional Content Design, Facilitation, Learning Program Management, Articulate Storyline, Action Mapping, Storyboarding, Scenario-Based Learning, Evaluation (Kirkpatrick), Accessibility (WCAG 2.1 AA)