
Lizann Dunegan

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Professional Summary

Healthcare technology instructional designer with 15+ years of experience driving adoption of complex clinical and SaaS software systems. Experienced LMS administrator and AI tools practitioner, building scalable, workflow-aligned training that accelerates user adoption, improves documentation accuracy, and increases operational efficiency. Thrives in fast-paced, cross-functional environments focused on measurable impact and time-to-value.

Core Competencies

- Instructional design and adult learning
- Multimedia content creation
- Performance analysis and evaluation
- Digital badge programs
- Technical writing expertise
- AI Authoring tools proficiency
- System Administrator for learning management systems
- Experience developing training for Healthcare systems
- Agile project management

Professional Experience

PRINCIPAL INSTRUCTIONAL DESIGNER | 06/2017 - Current

Demandbase

- Designed global onboarding and product training programs to accelerate SaaS adoption and time-to-value
- Developed interactive enablement content aligned to customer workflows and revenue impact
- Used learning analytics and AI tools to improve training effectiveness and scale content development
- Administered Skilljar LMS for 12,000+ users, managing configuration, integrations, and performance reporting

SENIOR INSTRUCTIONAL DESIGNER | 03/2015 - 05/2017

BlueJeans

- Designed eLearning and instructor-led training programs to accelerate product adoption and reduce time-to-value
- Collaborated with cross-functional SMEs to develop accurate, workflow-aligned video training and user education materials
- Improved technical support onboarding with scalable training that increased user proficiency

SENIOR INSTRUCTIONAL DESIGNER | 01/2015 - 02/2016

United Healthcare

- Designed scalable eLearning and ILT to drive successful customer onboarding and product adoption
- Used analytics and feedback to improve training effectiveness and adoption
- Managed concurrent projects while meeting cross-functional implementation timelines

Education

California State University, Fullerton - M.S.

Instructional Design & Technology

Portland State University - B.S.

Business Administration

Certifications

- Introduction to Synthesia
- Skilljar Certified Professional
- Credly Platform Practitioner
- TechSmith Camtasia Explorer

Awards

Demandbase Customer Enablement Person of the Year – 2025
