

Brent Michael Espineda

Learning Engineer · Learning Experience Designer

AI-Powered Learning Systems & Instructional Technology

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SUMMARY

Learning Engineer building AI-powered learning systems for instructional design and enterprise L&D. Currently building internal AI tooling for the ASU Online Course Catalog (5,000+ courses) with Python, Canvas APIs, and LLMs (Claude / Codex / OpenAI); grounded in learning science (Backward Design, ADDIE, Bloom's, UDL, WCAG 2.1 AA) so the tooling serves the pedagogy. Project TIES ran 5 months in Amazon production (+56% survey participation); Canvas QA pipeline benchmarked on 1,000 real EdPlus courses in ~20 minutes.

HIGHLIGHTS

- **AI Course-Authoring Plugin (EdPlus):** per-course build 3–4 weeks → 2–3 days when curriculum is supplied.
- **Course QA Pipeline (EdPlus):** 1,000 real EdPlus courses audited in ~20 minutes; 71,000 rule evaluations, zero failures.
- **Project TIES (Amazon):** ran 5 months in production; survey participation +56%; ~\$50K/year labor saved.

SKILLS

AI Systems for Learning: Python · APIs · MCPs · LLM · RAG · knowledge bots · prompt engineering · regression-test design

Learning Design: Backward Design · ADDIE · Bloom's Taxonomy · UDL · WCAG 2.1 AA · HPI/BEM · assessment design · curriculum development · faculty & SME partnership

Interactive Training Development: Articulate Storyline 360 · Rise 360 · branching scenarios · variable-based scenario logic · gamified e-learning · microlearning · facilitation

Technical: SQL · AWS · Cloudflare · Railway · Airtable ·

EXPERIENCE

EdPlus at ASU

Nov 2025 – Present

Learning Experience Designer / Instructional Designer

ID for the MS in Applied Statistics & Data Science. Contributor to the Juris Doctor program team (gap and needs analysis). 1 of 2 IDs on a cross-functional AI taskforce (AI + UX + ID leadership).

- **Built a Claude-based course-authoring plugin** that ingests curriculum materials and generates Canvas-ready course shells with WCAG 2.1 AA and ID-standards checks in one pass. Per-course build 3–4 weeks → 2–3 days; edit 1 week → 2 days. Currently used to support development of production ASU Online courses.
- **Built a Python + Claude + Codex Canvas QA pipeline** that replaces 6–8 hours of manual per-course review with deterministic rule checks. Benchmarked on 1,000 real Canvas DEV courses in ~20 minutes; 71,000 evaluations with zero failures. Projected labor savings across both tools: methodology brief on request.
- Design graduate online courses in Applied Statistics & Data Science end-to-end with faculty: outcomes, assessments, sequencing, learner experience. Apply Backward Design and ADDIE.
- Embed WCAG 2.1 AA and ASU quality standards into every course deliverable at design time.
- On the AI taskforce, spec tooling requirements from a designer's point of view; keep the audit and authoring pipeline usable for IDs.

Amazon — Tempe, AZ

Jul 2024 – Nov 2025

Learning Trainer (Dec 2024 – Nov 2025) · Logistics Specialist (Jul – Dec 2024)

- **Built Project TIES**, a Python + Slack + Asana + Amazon Quick Suite automation for training-evaluation surveys and SOP-freshness reporting at a 300+ associate site. Ran in production 5 months.
- **TIES results:** survey participation 44.49% → 69.17% (+56%); 80+ hrs/quarter/teammate of manual reporting eliminated; 20% of SOPs flagged out-of-date; ~\$50K/year in labor savings (estimated from time × loaded rate).
- **SOP-GPT and LearnOps** (PartyRock, Claude 3.7 Sonnet). Internal knowledge bots for floor operations and L&D. +30% performance on complex processes and +30% workflow efficiency for L&D, measured via PartyRock analytics.

- Delivered process training to 300+ associates. Designed de-escalation training for trainers and leaders (train-the-trainer track) and warehouse safety training. Storyline 360 with variable-based branching. 5/5 facilitator rating; on-time on every L&D submission.
- Authored “Handling Difficult Conversations,” a Storyline branching scenario for new managers with ten distinct endings aligned to Amazon Leadership Principles.
- Owned 6,500+ operational escalation cases (Logistics Specialist role, Jul – Dec 2024) at a 3% defect rate; recurring process gaps from that queue fed later training design.

CNMI Public School System — Saipan, MP

Jul 2023 – Apr 2024

School Counselor

- Planned and delivered Social-Emotional Learning (SEL) curriculum for a K–12 population — outcomes framing, lesson design, delivery.
- Facilitated professional development workshops for other school counselors.
- Won a 20% budget increase through a data-driven grant proposal.

SELECTED PROJECTS

- **Project TIES** (Case Study, Amazon): Python + Slack + Asana + Amazon Quick Suite training-evaluation automation. Case study at bremicld.dev.
- **The Trainer Experience Series** (AI Simulation): Storyline 360 + LLM-driven branching; unscripted natural-language conversation; WCAG-compliant.
- **Handling Difficult Conversations** (Gamified e-Learning): Storyline 360 leadership branching scenario; ten endings aligned to Amazon Leadership Principles.

EDUCATION

- M.S. in Organizational Performance & Workplace Learning (coursework) — Boise State University
- B.S. in Education, Summa Cum Laude — Northern Marianas College

CERTIFICATIONS

- Applied AI Foundations – Pilot (OpenAI, 2026)
- Data Analyst Professional (IBM)
- Workflow Specialist (Asana)