

RUTH CROSSMAN

Learning Experience Designer / Program Manager

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PROFILE

Learning Experience Designer with **9+ years** of experience in **upskilling initiatives, learning systems architecture, and vendor management**. Expertise in translating business goals into behavior change, driving platform adoption, and enhancing operational efficiency at a global scale. Skilled at building the governance frameworks and scalable operating models necessary for long-term capability growth.

SKILLS

Learning Experience Design & Architecture	Compliance & Risk Management
Curriculum Design & Facilitation	Stakeholder and Vendor Management
UX-Focused Digital Learning Design	Design for Global Audience
LMS Governance & Audit Readiness	Scalable Learning Systems & Capability Development
AI-Enabled Learning Solutions (Gemini, Glean, ChatGPT)	People Management and Coaching
Process Optimization	Project Management

WORK EXPERIENCE

<u>Learning Systems Manager</u> Uber San Francisco CA USA	January 2025 — Present
- Redesigned Uber’s global digital learning ecosystem to solve inconsistent adoption, establishing shared UX standards and operating models that increased platform engagement across all mega-regions. - Spearheaded Uber’s first enterprise-wide AI upskilling academy, facilitating global enablement sessions and iterative curriculum updates that directly accelerated AI tool adoption across the business. - Built Uber’s first global LMS compliance dashboard, improving training visibility, stakeholder accountability, and audit readiness worldwide. - Led the global implementation of an events management platform, aligning diverse regional stakeholders to deliver a solution projected to save \$15K annually and reduce operational overhead.	
<u>Program Manager On-Demand Learning</u> Uber San Francisco CA USA	August 2023 — January 2025
- Centralized compliance and training intake into a unified operating model with regional and HR stakeholders, improving SLA compliance by 21% and restoring stakeholder trust in L&D-owned risk processes. - Developed a self-service knowledge system to enhance platform usability; successfully reduced ticket escalations by 43% and accelerated onboarding for partners and new administrators. - Built and managed a distributed global LMS administration team, introducing governance frameworks that improved scalability and platform reliability.	

- Led a global **LMS modernization initiative** to resolve content sprawl; conducted comprehensive audits and administrator workshops that **optimized platform UX** and established new global data standards.

Instructional Designer

May 2021 — August 2023

Uber | San Francisco | CA | USA

- Redesigned enterprise global onboarding programs, achieving **90%+ completion rates** within 30 days and standardizing delivery worldwide.
- Led digital performance tool enablement, increasing adoption by **20%** through targeted learning and change support.
- Delivered just-in-time manager resources for performance cycles, reducing **ad hoc HR requests** by **~10%**.
- Integrated global values into onboarding and leadership programs, reaching 90%+ of new hires and 2,000+ managers worldwide.

Instructional Designer (Contract)

September 2020 – May 2021

Ready | Remote | New York

- Converted clinical and regulatory guidance into compliance training programs for **5,000+** frontline emergency workers, improving audit readiness and reducing legal risk during rapid market expansion.
- Partnered with medical and operational leaders to convert clinical guidance into actionable digital training.
- Designed LMS architecture and governance standards to support rapid scaling.
- Developed compliance learning programs that **improved audit readiness** and reduced legal risk.

Curriculum Designer

September 2016 — May 2020

City College of San Francisco | CA | USA

- Designed professional communication curricula improving workforce readiness among adult learners.
- Standardized instructional frameworks to **enhance** course consistency and **learner experience**.
- Developed hybrid and fully online learning programs within the LMS.
- Trained faculty in digital delivery methods, increasing hybrid course adoption by **10%**.

More work experience is available on my [LinkedIn](#) profile.

EDUCATION

San Francisco State University

2010 - 2012

MA in English

Barnard College | Columbia University

2003 - 2007

BA in Political Science

LANGUAGES

English (Native), French (C1)

REFERENCES

Available upon Request

HOBBIES

Partner Dance (Salsa & Bachata) – Active member of the local dance community; coordination and musicality.

Community Gardening – Collective maintenance of green spaces and community sustainability.

International Cooking – Experimenting with international recipes and organizing group dinners.