

HEATHER L. D. TOBIN, EDD

LEARNING INNOVATION STRATEGIST



CONTACT

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SKILLS

- Learning Science Leadership
- Product Development & Strategy
- Cross-Functional Team Leadership
- Curriculum Development
- Instructional Design
- Educational Technology & Tools
- Executive Communication
- Team Leadership & Development
- Strategic Planning & Road-mapping
- Complex Project Management
- User-Centered Design
- Stakeholder Engagement

EDUCATION

EDD, CURRICULUM & INSTRUCTION

University of Denver
2020 - 2023

GRADUATE CERTIFICATE, ORGANIZATIONAL TRAINING & INSTRUCTIONAL DESIGN

Colorado State University
2012 - 2013

MS, HIGHER EDUCATION

Kaplan University
2014 - 2016

BS, PSYCHOLOGY & PHILOSOPHY

Western Michigan University
2014 - 2016

ABOUT ME

Bringing over 20 years of experience in instructional design, curriculum development, and collaboration with product teams, I am passionate about creating impactful educational experiences and leveraging learning science to drive advancements in both private and public sector settings.

RECENT EXPERIENCE

CU ANSCHUTZ, OFFICE OF MEDICAL EDUCATION

2024 to Present

Assistant Director of Integrated Learning and Technology

- Strategic direction of the Integrated Learning & Technology unit, unifying EdTech, Instructional Design, and AI innovation to shape strategy and future-ready medical education.

Assistant Director of Educational Technology

- Led the design and implementation of scalable education solutions, integrating instructional design, technology, and data-driven models.

INTERNATIONAL SOCIETY FOR TECHNOLOGY IN EDUCATION (ISTE)

2017 to Present

Higher Education Consultant

- Provide strategic consultation for various educator development initiatives.

UNIVERSITY OF DENVER

2015 to 2024

Associate Director of Curriculum & Program Development

- Developed and implemented learning science principles in online curriculum design, ensuring quality and effectiveness.
- Influenced and educated stakeholders on best practices in learning design, balancing innovation with practical implementation.

Senior Instructional Designer, Manager

- Provided strategic direction for product teams to design and develop learning experiences and products utilizing tools like Figma, Miro, and Jira.

Instructional Designer & Product Manager

- Advised on curriculum design and instructional strategies, integrating learning science theories and best practices.

COLORADO COMMUNITY COLLEGES, ONLINE

2013 to 2015

Project lead II, Senior Instructional Designer

- Oversaw end-to-end project management of course design cycles.

EARLY CAREER

2003 - 2013

Residence Life, Student Affairs, and Academic Support

During the early years of my career, I developed a strong foundation in learning strategy, stakeholder engagement, and program development through leadership roles in residence life, student affairs, and student support. I led initiatives aimed at scaling training solutions, fostering community engagement, and structuring impactful learning experiences for students, faculty, and staff. My work included designing and facilitating training programs, leadership workshops, and onboarding experiences, ensuring participants were equipped with the knowledge and skills needed for success. Additionally, I managed large-scale event planning and execution, including overseeing CSU-Global's 2012 commencement ceremony at the Denver Performing Arts Center for over 1,000 graduates. These experiences reinforced my ability to coordinate cross-functional teams, drive strategic initiatives, and create engaging educational programs, skills that have been essential in my transition to learning innovation and product strategy leadership.

CONTRIBUTIONS TO THE FIELD

- Founded and developed the School of Medicine's AI Hub, establishing governance structures, strategic frameworks, and pilot projects that integrate generative AI into medical education, research, and operations.
- Led the development of a comprehensive proposal for restructuring educational technology services within CU Anschutz's Office of Medical Education, conducting stakeholder interviews, peer benchmarking, and operational analysis to propose both fully funded and contingency-based departmental models that enhance sustainability and institutional alignment.
- Served as elected co-chair of the eLearning Consortium of Colorado (eLCC) from 2017-2019, actively contributing to faculty development and community engagement through leadership roles in conference planning and professional networking.
- Led product management and UX research for digital learning platforms, including DU Portfolio and OTL Website, applying usability research, competitive benchmarking, and user experience enhancements to improve educational technologies.
- Developed scalable Teaching Online Toolkits and faculty training programs to enhance online course development and pedagogical strategies, including the Teaching Online Workshop at the University of Denver.
- Designed and facilitated courses in psychology, communication and leadership, and instructional design across multiple modalities, ensuring accessibility and engagement for diverse learners.
- Led initiatives such as the Curriculum Promise Support service unit, the OPM to DU Program Conversion, and the National Wastewater Surveillance System training project, managing cross-functional teams and aligning organizational goals with learning science best practices.

KEY PUBLICATIONS

- Tobin, H. (2025). *Embracing AI in Higher Education | Overcoming Fear and Unblocking Innovation*. Blog: Sandbox U
- Author of Part, Tobin, H. (2024). Using AI-Writers to Support Online Course Development. In *Artificial Intelligence in Education: Higher Education*. Routledge.
- Tobin, H. (2023). *ChatGPT for Online Course Conversions*. Blog: Sandbox U
- Tobin, H. (2023). *Examination of Formal Instructional Design Processes at Traditional Institutions of Higher Education in the United States Post-Pandemic Onset*. Electronic Theses and Dissertations. 2230.
- Tobin, H. (2020). *How to Quickly Convert In-Class Content into a Functional Online Course in 7 Steps*. Blog: Sandbox U.
- Lorenz, C., Schiavone, A., Taczak, K., & Tobin, H. (2019). Levels of Design for a Campus-Wide ePortfolio Initiative. *American Assoc. of Colleges & Universities (AAC&U)*, Atlanta, GA
- Tobin, H. (2018). *Five Ways to use ePortfolios for Reflection*. *The Teaching Professor*.



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