

Micah Hernandez

Senior Instructional Designer & Project Manager

Dynamic, senior-level Retail Learning and Project Management Leader with over 12 years of experience driving organizational growth, scaling enterprise-wide training initiatives, and fostering exceptional team cultures. Proven track record of navigating complex corporate transformations, designing end-to-end blended learning architectures, and leading cross-functional alignment with executive stakeholders. Expert in bridging the gap between instructional design (Articulate 360, Adobe Creative Suite) and frontline retail execution to drive employee engagement and bottom-line store performance.

Contact

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Ontario, CA

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Certifications

Instructional Design

HR Strategy

Leadership Dynamics & HR Strategy

Leadership Dynamics

Performance & Talent Mgmt

Performance Management

Expertise

- LMS Management
- Instructional Design
- Adobe Creative Suite
- Articulate 360
- Project Management
- Cross-Functional Collaboration

Experience

2022 - Present

Living Spaces Furniture | La Mirada, CA

Senior Instructional Designer & Project Manager

- **Executive Stakeholder Partnership:** Partner directly with executives and directors across multiple corporate divisions to translate complex, high-level business strategies into actionable retail learning solutions.
- **Enterprise Curriculum Design:** Spearheaded the comprehensive restructuring of the Retail onboarding training curriculum to improve time-to-productivity for store teams across the network.
- **New Store Openings (NSO):** Formulated and executed cross-functional training and brand strategies to guarantee a smooth, scalable, and highly successful implementation for New Store Openings.
- **Operational Execution & Overhaul:** Led the rollout of updated retail sales practices and built out new leadership coaching models to support sustainable long-term store growth.
- **Legacy Modernization:** Scaled digital transformation efforts by modernizing legacy training materials using Articulate 360 and utilizing Adobe Creative Cloud to build high-end multimedia learning paths.
- **Talent Governance:** Devised succession planning metrics and customized individual development plans to guarantee 100% training completion and build a strong internal talent pipeline.

2020 - 2022

Target | Various Locations, CA

HR Business Partner

- **Enterprise Scaling:** Built, scaled, and managed internal sales trainer networks across regional markets to standardize a consistent, high-impact learning experience across distributed store locations.
- **Program Ownership:** Formulated and led the recruitment, orientation, onboarding, and continuous development initiatives for multi-department operations encompassing 200+ employees.
- **Performance & Governance:** Created strict accountability frameworks through clear KPIs, regular feedback loops, and performance management tools, resulting in heightened operational retention.
- **Operations & Compliance:** Looked after talent development, team programming, complex cyclical compliance programs, pay structures, and leave management systems.

Core Competencies

Learning & Development

Curriculum Design
Needs Assessment
Blended Learning
Performance Support

Leadership & Project Mgmt

Stakeholder Management
Agile Methodology
Change Management
Team Development

Tools

- Articulate 360 / Articulate
- Rise
- Canva
- Adobe Creative Suite
- Learning Management
- Systems (Workday)
- Microsoft Suite:
  - PowerPoint, Word, & Excel
- LMS Analytics & Reporting Dashboards
- Asana / Monday.com
- Microsoft Team / Slack

2012 - 2020

Apple Inc. | Various Locations, CA

Store Manager

- **Market Leadership:** Directed high-volume retail operations to achieve record-breaking sales, securing the #1 store ranking in Southern California.
- **Employee Experience:** Championed a culture of inclusion and continuous improvement, leading the store to rank among the Top 10 stores nationwide in Apple for employee experience and retention.
- **Frontline Enablement:** Spearheaded a 15% YOY revenue increase by setting cross-functional performance goals and implementing a comprehensive manager enablement program.
- **Agile Resource Management:** Maximized talent efficiency by cross-training existing employees, applying performance data to forecast upcoming staffing needs, and adapting schedules to fast-paced business demands.

2004 - 2022

Freelance | Various Locations, CA & AZ

Creative Director / Graphic Designer / Video Production

- **End-to-End Content Creation:** Designed full brand identities (color schemes, logo assets, marketing collateral) and managed comprehensive corporate campaign assets.
- **Multimedia Production:** Spearheaded end-to-end video marketing campaigns: scriptwriting, talent casting, location scouting, shooting, post-production editing, and motion animation.
- **Executive Presentation Design:** Crafted fully custom, dynamic PowerPoint animations and visual assets utilized by corporate stakeholders for high-stakes enterprise presentations.

Professional Certifications

Instructional Design

Certified Professional in Learning and Performance (CPLP)
Articulate 360 Certified Developer

Performance & Talent Management

SHRM Certified Professional (SHRM-CP)
Talent Development Certification

Leadership Dynamics

Situational Leadership II Certification
DiSC Certified Facilitator

HR Strategy

HR Analytics & Workforce Planning Certificate
Diversity, Equity & Inclusion Leadership Certificate