

GABRIELLE G. GRIFFIN, Ed.D.

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PROFESSIONAL SUMMARY

Instructional Designer and AI Integration Specialist with a doctorate in Curriculum and Instruction. Combines 20+ years of teaching experience with expertise in evidence-based course design, AI-assisted assessment workflows, and digital accessibility compliance. Skilled in leveraging AI tools—including generative AI and research-focused RAG systems—to develop scalable solutions that enhance faculty effectiveness and student outcomes. Proven track record of implementing AI responsibly using research-grounded frameworks while maintaining academic rigor. Committed to accessible, inclusive learning experiences aligned with Quality Matters, Universal Design for Learning, and ADA Title II standards.

CORE COMPETENCIES

AI-Assisted Workflow Development	AI-Powered Data Analysis
LMS Platforms (Canvas, D2L, Blackboard)	Qualtrics Survey Design & Distribution
Qualitative Data Collection & Analysis	Assessment Development
Quality Matters Standards	ADA/WCAG Accessibility
Faculty Development & Support	UDL Principles
Curriculum Design & Alignment	Interactive Content (H5P, Articulate Storyline)

PROFESSIONAL EXPERIENCE

Instructional Designer & AI Support Specialist

McIntire School of Commerce, University of Virginia | September 2022–Present

Designed AI-assisted grading workflows that processed 3,500+ student submissions across multiple courses, reducing evaluation time over 95% while maintaining assessment validity through research-grounded rubrics. Created hundreds of validated assessment items for undergraduate courses with proper cognitive level distribution and balanced option construction. Developed automated data processing workflows using AI-assisted development tools, enabling longitudinal analysis of student performance across semesters.

Serve as faculty AI liaison, providing consultation on responsible AI integration using evidence-based pedagogical frameworks. Support school-wide ADA Title II and WCAG compliance initiatives by developing faculty training materials and conducting accessibility audits. Consult on video production pipeline including script development, studio filming, and post-production for asynchronous course content.

Design interactive learning experiences in H5P and Articulate Storyline aligned with Quality Matters rubric standards. Supervise student workers and manage content within Canvas, D2L Brightspace, and Blackboard learning management systems.

Adjunct Professor

School of Education and Human Development, University of Virginia | January–May 2024

Taught graduate-level qualitative research methods (EDLF 8383/8484), mentoring Ed.D. students through IRB protocols, Qualtrics survey design and distribution, and qualitative data collection and analysis. Developed weekly instructional videos and scaffolded assignments culminating in publishable-quality white papers. Provided individualized feedback to foster critical thinking and support students' development as practitioner-scholars.

Instructional Design Intern

School of Education and Human Development, University of Virginia | June 2021–August 2022

Served as lead instructional designer for course redesigns, aligning content with Quality Matters and UDL principles. Provided Canvas LMS administration, troubleshooting, and faculty training across multiple departments. Pilot tested educational technology tools and developed integration documentation for institutional adoption. Co-produced departmental podcasts and designed promotional materials.

Social Studies Department Chair & Instructor

Shenandoah Valley Academy, New Market, VA | 1999–2020

Led curriculum development for 10 years as department chair, implementing culturally responsive teaching and differentiated instruction. Designed performance-based assessments emphasizing critical thinking, collaborative learning, and real-world application. Recognized as Outstanding Educator of the Year (2014) by Columbia Union Conference.

EDUCATION

Ed.D., Curriculum and Instruction Instructional Technology | University of Virginia, 2023

M.Ed., Curriculum and Instruction Instructional Technology | University of Virginia, 2020

MAT, Secondary Education | James Madison University / University of Phoenix

B.A., History (Biology Minor) | Washington Adventist University | Departmental Distinction

PROFESSIONAL DEVELOPMENT

AI & Learning Design Bootcamp — Dr. Phillipa Hardman (2025). Evidence-based approaches to AI integration in instructional design, including prompt engineering, AI-assisted assessment, and ethical implementation frameworks.

PUBLICATIONS & PRESENTATIONS

Conference Presentations

"Controlled Chaos: Combining Improv, Research and AI to Make Better Courses and Happier People." Online Learning Consortium Accelerate, November 2025. Co-presenter with A. Hoover.

"Onboarding Faculty to Teach Online: A Model to Ensure Quality, Consistency, and Scalability." Online Learning Consortium Accelerate, November 2024. Lead presenter.

Publications

Griffin, G.G. (2023). Investigating undergraduates' deployment of strategies related to self-testing, testing, and anxiety in two online accounting courses. Doctoral Dissertation, University of Virginia. LibraETD.

Moore, S. L. & Griffin, G. G. (2022). Integrating ethics into the curriculum: A design-based approach. In *Instructional Practices for Training Educational Technology Professionals*. Taylor & Francis.

SERVICE & LEADERSHIP

- **UVA Digital Accessibility Working Group**, Training Subcommittee (2025–present).
- **Business School Advisory Council**, University of Virginia (2025–present).
- **UVA Instructional Design Community of Practice** (2022–present).
- **EDLF Faculty Search Committee** — successful hire for Ed.D. research faculty position (2022–2023).

TECHNICAL PROFICIENCIES

AI Tools & Integration: Claude, ChatGPT, Consensus, Perplexity, AI-assisted workflow development, AI-powered data analysis

Learning Management: Canvas (administrator level), D2L Brightspace (super administrator level), Blackboard

Content Development: Articulate Rise & Storyline, H5P, HTML5, Adobe Creative Suite, Microsoft 365

Research & Data: Qualtrics survey design and distribution, qualitative data collection and analysis, IRB protocols, academic writing