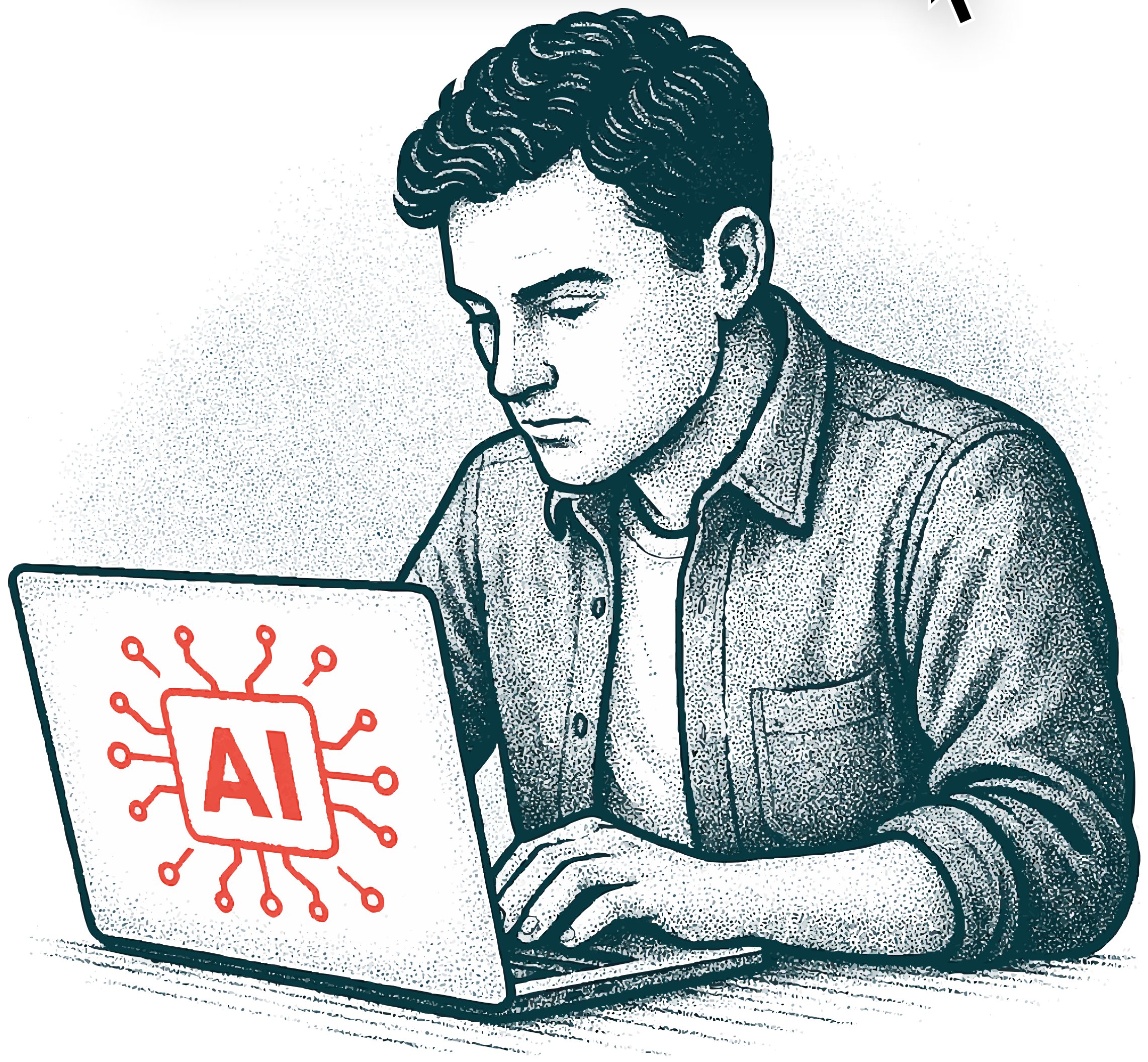


How to Use AI

As a Learning Designer



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Introduction

AI isn't just a shiny new toy in L&D. It's the power tool that helps learning designers go faster, think deeper, and design smarter learning experiences.

Here's how learning designers are using AI every single day—from early concepting to post-launch refinement.

1. Framing Problems

Before I dive into content or solutions, I use AI (like ChatGPT or Claude) to break down the learning challenge.

It helps me explore the root causes, stakeholder expectations, and potential blind spots in the problem statement.

Prompt Example:

Act as a learning strategist. Here's a stakeholder summary and a rough training request. What deeper performance issues could this be addressing? What questions should I ask to uncover the real learning need?



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2. Ideation

AI helps me brainstorm formats, delivery methods, and even metaphors to make the learning stick.

Whether I'm blending gamification, microlearning, or narrative-based modules, it's my idea partner.

Prompt Example:

I'm designing onboarding for a customer support team. Suggest creative learning formats that mix scenario-based learning, microlearning, and gamification while targeting both speed to proficiency and customer satisfaction.



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3. Writing First Drafts

No more blank pages. I use AI to generate first drafts of learning objectives, quiz questions, video scripts, and even learner personas.

This helps me move quickly and iterate on structure, tone, and alignment.

Prompt Example:

Write a first draft of a course intro for frontline retail employees learning a new POS system. Make it friendly, concise, and relevant to their day-to-day workflow.



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4. Storyboarding

Once I've got a rough idea or draft, I use AI to help refine storyboards or course scripts—clarifying language, fixing tone, and ensuring everything flows logically.

Prompt Example:

Take this rough video script and rewrite it to be more conversational and engaging for time-pressed managers. Add a few moments of levity without losing professionalism.



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5. Assessments & More

Assessment is more than quizzes. I use AI to help design realistic practice activities, knowledge checks, and reflection prompts that support real-world transfer.

Prompt Example:

Based on this course content about giving feedback, generate five practice activities learners can do to apply this skill in a remote work setting. Include options for both self-paced and live workshop formats.



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6. Accessibility

AI tools like ChatGPT and Claude help me generate alt text, check for reading level, or rewrite content for screen reader friendliness—making inclusive design faster and more sustainable.

Prompt Example:

Rewrite this paragraph to be WCAG 2.1 compliant for screen readers and ensure it reads at a 6th grade level.



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7. Asset Improvement

When I've been too close to a project, AI acts as a second pair of eyes. It spots gaps, confusing flows, or even off-brand voice that I missed.

Prompt Example:

Review this email-based learning series for tone, clarity, and learning effectiveness. Suggest where I might be overexplaining or losing the learner's attention.



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8. Meeting Preparation

Before presenting to a room of stakeholders, I ask AI to help me frame the story—what’s working, what’s a risk, and how to communicate ROI in terms that matter to business leaders.

Prompt Example:

Help me write a one-page summary that explains the learning design rationale, links it to business goals, and anticipates common objections from legal, ops, and HR.



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Tools of the Trade

AI tools that I use (or recommend) for learning design.

Idea generation & scripting

Claude/ChatGPT—Brainstorm ideas, write draft scripts, rework tone.

Jasper—AI copywriting for learner emails, intros, and calls-to-action.

Content Authoring

Adobe Firefly—Generate course graphics, icons, and custom visuals.

Synthesia—AI avatars for video narration.

Adobe Captivate—AI voiceover studio and smart script assist.

Localization & Accessibility

DeepL / Google Translate—Localize course content with nuance.

ElevenLabs / Murf AI—Voiceovers in multiple languages.

ChatGPT—Simplify language, rewrite for screen readers, etc.

Disclaimer: These are just a few of the AI tools I personally use or recommend based on my workflow as a learning designer. They're not an exhaustive list, and your needs, preferences, or tech stack might lead you in a different direction. Try what works best for you—and adapt as the tools evolve.

Conclusion

AI doesn't replace me.

It makes me a faster, clearer, and more strategic version of myself.

And the more I use it, the better my learning designs—and outcomes—get.

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