



COMPANY OVERVIEW

Bluu Publishing LLC is a learning and workforce development firm specializing in instructional design, eLearning and curriculum development, training program evaluation, and professional learning. We translate complex knowledge and workforce requirements into structured learning experiences designed to build measurable capability.

DIFFERENTIATORS

Research-Driven Learning Design. Grounded in instructional design, adult learning theory, learning science, and evidence-based practice.

20+ Years of Education Experience & Expertise. Ph.D.-prepared founder with experience spanning classroom teaching, teacher education, academic leadership, instructional design, and curriculum development.

Capability-Focused Learning. Learning aligned to what participants must demonstrate and apply, not simply the content they consume.

Designer-Led AI Integration. AI-enhanced development with human oversight for instructional integrity, accuracy, accessibility, and quality.

RELEVANT EXPERIENCE & QUALIFICATIONS

BLUU-DEVELOPED LEARNING SOLUTIONS

Designed and developed the eight-week **Bluu Certified Course Designer (BCCD)** professional learning program, incorporating instructional design, learning science, applied assessments, and AI-enhanced workflows. The program received CPD certification in 2026.

FOUNDER / KEY PERSONNEL EXPERIENCE (PRIOR EMPLOYMENT)

Experience designing and developing multiple master's-level programs, multi-course curricula, and online courses; evaluating and redesigning curricula and learning experiences; and leading teacher education. Previously served as **Assistant Dean and Director of Teacher Education** for a program enrolling approximately 120 students annually. Selected [anonymized project examples](#) are available for your review.

CORE COMPETENCIES

- Instructional Design & eLearning Development
- Curriculum & Training Program Development
- Learning Program Evaluation & Quality Assurance
- Professional Development & Workforce Training
- Assessment & Competency Measurement

COMPANY DATA

UEI
FE7QDLG8Z1C4

CAGE
15MA1

NAICS
611430 (Primary)
541611 · 611710

RELEVANT PSCs
U008 Training / Curriculum Development
U009 General Education / Training
R410 Program Evaluation / Review / Development

POINT OF CONTACT

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SCAN TO VIEW
Selected anonymized
project examples