

# Melissa Justen

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## PROFILE

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I am an innovative instructional designer, eLearning developer, and educator with 16+ years' experience in developing instructional materials for diverse populations. I've got a knack for redesigning complex and challenging content to meet the needs of all learners while ensuring performance objectives align with organizational goals. I have highly developed interpersonal skills with an excellent knowledge of learning theories and instructional design models for learners. I am a passionate and positive advocate for equity and individualization in learning environments.

## PROFESSIONAL EXPERIENCE

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Freelance Instructional Designer, Contract

**IDOL Talent**, Flowery Branch, GA

1/2023- Present

- Built an eLearning course for technical recruiters with instructional videos, voiceover, visual assets, and job aids using Articulate Rise and Vyond
- Reviewed and revised the client's script to ensure sequencing and scaffolding of course
- Communicated progress with stakeholders regularly to refine content, meet business goals, and set deadlines

Freelance Instructional Designer, Contract

**National Geographic Society**, Washington D.C.

4/2022 - 6/2022 and 11/2022 - Present

- Designed and improved the content and graphics of 3 eLearning courses for the onboarding of NGS staff using Articulate Rise and Canva
- Created and reviewed an inventory of instructional materials for alignment to the EDULab framework and DEI initiatives
- Curated and created instructional sequences out of existing NGS resources by backward-designing instruction

Senior Learning Experience Designer, Temporary

**Cloudinary**, Santa Clara, CA

7/2022 - 1/2023

- Developed a high-stakes, legally-defensible learning and assessment experience for technical partners at a startup SaaS company in a Forbes Cloud 100 Company
- Collaborated with psychometricians, technical SMEs, partners, and internal teams to define learning requirements and goals
- Recruited and managed multiple teams of SMEs throughout the course development lifecycle, developing and revising learning content and exam items
- Rapidly developed technical learning modules using Articulate Rise and collaborated in the design of appropriate evaluation in Caveon Scorpion

Educator

**Colegio Bolivar**, Cali, Colombia

8/2020 - 6/2022

- Designed learning experiences for 60+ learners following the model of standards-based assessment, measuring learner achievement of standards, and modifying instruction to meet the needs of learners
- Collaborated in the curricular design of the Humanities and Social Studies programs, following the principles of backward design and inquiry-based learning impacting all students in grades 6-12

- Transformed the learning environment by moving learners to asynchronous learning in which participants follow a self-paced instructional model with 80% of students satisfied with the program and an average growth of .5 in grades
- Chaired the Humanities department, mentoring 3 new teachers and providing instructional leadership
- Taught English to classes of 20+ non-native speakers in a bilingual international school
- Created and led 4 professional training courses in education technology and reading curriculum to 30+ colleagues
- Built a distance learning course, transitioning instructor-led training to fit in a virtual and hybrid teaching environment utilizing Google Classroom

#### Educator

**Buncombe County Schools**, Asheville, NC

8/2007 - 6/2020

- Developed and presented professional training to 50+ colleagues and leaders across the district
- Collaborated with district-level stakeholders to build curriculum maps and assessments for use by 50+ educators and organization leaders
- Managed, developed, and followed individualized plans for 80+ learners
- Researched best practices in and rewrote curricular documents to reflect current pedagogy, leading a team of 5 teachers
- Learners Exceeded Expected Growth on 2016, 2017, and 2018 statewide final exams in Social Studies
- Learners performed in the top 25% in the state on end-of-grade exams in Reading
- Awarded Teacher of the Year in 2016

#### EDUCATION

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- Certificate in Instructional Design and Online Learning, IDOL courses Academy Trade School, Flowery Branch, GA
- Master of Arts in Education, Western Carolina University, Cullowhee, NC
- Bachelor of Arts in Education with a concentration in Geography, Michigan State University, East Lansing, MI

#### TECHNOLOGY

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|------------------------|-------------------|------------------|
| ● Articulate Rise      | ● Descript        | ● Vyond          |
| ● Articulate Storyline | ● Caveon Scorpion | ● Slack          |
| ● Canva                | ● Snagit          | ● Monday, Trello |
| ● Canvas LMS           | ● Camtasia        | ● Genial.ly      |

#### SKILLS

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|-------------------------|---------------------------------|----------------------|
| ● eLearning             | ● Instructor-lead training      | ● Project management |
| ● Storyboarding         | ● Action mapping                | ● Web development    |
| ● Needs analysis        | ● Universal Design for Learning | ● Web design         |
| ● Adult learning theory | ● Legally-defensible exams      | ● Badging            |
| ● ADDIE                 |                                 | ● Microlearning      |