

Melissa Justen

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PROFILE

I am an instructional designer, eLearning developer, and educator with 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 learning models. I am an advocate for equity and individualization in learning environments.

PROFESSIONAL EXPERIENCE

Learning Experience Design Specialist

Aledade, Bethesda, MD

2/2023 - present

- Partnered with internal stakeholders to design and package 13 learner-centered onboarding courses for 800+ new practices, implementing gamification and microlearning while collaborating with Subject Matter Experts to identify key learning objectives
- Managed the transition of a new learning management system (Thought Industries) to ensure that learning content was up-to-date, engaging, accessible, and that learning was tracked
- Conducted needs assessments, identified learning gaps, and analyzed learning objectives to identify learning solutions for healthcare practices, improving existing learning materials based on stakeholder feedback

Freelance Instructional Designer, Contract

IDOL Talent, Flowery Branch, GA

1/2023- 2/2023

- Built an eLearning course for technical recruiters with 13 lessons, 7 instructional videos, custom graphics, and 5 job aids using Articulate Rise, Vyond, and Canva
- 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 - 2/2023

- 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

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
- 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 the North Carolina Governor's Educator Discovery Award, 2019
- Awarded Teacher of the Year, 2016

EDUCATION

- 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 |
| • Thought Industries LMS | • Camtasia | • Genial.ly |

SKILLS

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|-------------------------|---------------------------------|----------------------|
| • eLearning | • Instructor-led 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 |