

Melissa Justen

Asheville, NC | melissa.justen@gmail.com | 828-216-2558

LinkedIn: www.linkedin.com/in/melissajusten | Portfolio: <https://www.melissajusten.com/>

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 am an advocate for **equity and individualization** in learning environments.

PROFESSIONAL EXPERIENCE

Learning Experience Design Specialist

Aledade, Bethesda, MD

2/2023 - present

- Partnered cross-functionally to scale, design and package two phases of onboarding courses for 800+ new medical practices, implementing gamification and microlearning while collaborating with Subject Matter Experts to identify key learning objectives resulting in a reduced time to enablement
- Conducted needs assessments, identified learning gaps, and analyzed learning objectives to identify end-to-end learning solutions for healthcare practices, improving existing learning materials based on stakeholder feedback
- Managed the transition of a new learning management system (Thought Industries) to ensure that learning content was up-to-date, engaging, accessible, and tracked
- Spearheaded the establishment of a scalable standards and governance frameworks for the practice-learning program, ensuring consistency, quality, and alignment with organizational objectives

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

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 2 eLearning courses for the onboarding of NGS staff using Articulate Rise and Canva, collaborating with Human Resources

- 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

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

- Collaborated with district-level stakeholders to build curriculum maps, assessments and professional training 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 Academy, Flowery Branch, GA
- Master of Arts in Education, Western Carolina University, Cullowhee, NC
- Bachelor of Arts in Education, Michigan State University, East Lansing, MI

TECHNOLOGY

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

SKILLS

- | | | |
|-------------------------|---------------------------------|----------------------|
| ● 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 |