

MARISSA GATES

Instructional Designer | Learning Architect | M.Ed.

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PROFESSIONAL SUMMARY

Instructional Designer with 15+ years designing learning programs across corporate, nonprofit, and K-12 environments. Delivers instructor-led training (100+ participants), eLearning, and blended solutions. Skilled in ADDIE, SAM, Action Mapping, Bloom's Taxonomy, scenario-based eLearning, gamification, and accessible design (WCAG, Section 508, UDL) informed by special education experience. Co-founded an educational collective with a National Teacher of the Year, delivering grant-funded PD to 300+ educators. Designs training targeting measurable outcomes: reduced onboarding time, improved compliance accuracy, and sustained learner retention. Proficient in AI-enhanced development (ChatGPT, Claude, Gemini), Articulate 360, Camtasia, and Kirkpatrick evaluation.

CORE COMPETENCIES

Instructional Design (ADDIE/SAM) Action Mapping & Needs Analysis Learning Development
Scenario-Based eLearning Gamification & Adult Learning Theory AI-Enhanced Content Development
ILT, Blended & Virtual Training Accessibility, WCAG & UDL Storyboarding & Bloom's Taxonomy
LMS Administration & SCORM Kirkpatrick Evaluation & Analytics SME Collaboration & Facilitation

PROFESSIONAL EXPERIENCE

Instructional Designer & Training Consultant | Western Fire Prevention 2023–Present

- Designed mastery-based and scenario-driven operational readiness training for fire suppression technicians using Action Mapping and ADDIE; training targets elimination of shift-crossover errors and reduction of safety incidents through decision-practice under realistic conditions
- Developed Just-in-Time microlearning modules and gamified knowledge checks targeting **40% reduction** in supervisor remedial training time; designed progressive proficiency benchmarks to raise technician digital-tool competency from baseline to job-ready
- Built interactive HTML/CSS/JavaScript prototype with mobile-responsive design, gated navigation, and branching scenario logic; produced Camtasia screen-capture tutorial videos, training employees on customized electronic invoicing software in collaboration with SME
- Integrated AI tools (ChatGPT, Claude, Gemini) with SME collaboration to accelerate scenario development, content drafting, and behavioral mapping of high-risk technician decision points while ensuring OSHA compliance
- Engineered compliance simulation in Articulate Storyline 360, transforming a 32-page policy into a scenario-based experience with variable tracking, narrative-consequence feedback, and a GoCanvas software sandbox; designed for **95% mastery threshold** on critical compliance windows through gamified progression in a safe-to-fail environment.

Licensed Elementary Educator | Lexington School District, NC 2022–2023

- Designed and delivered differentiated, technology-integrated curriculum for 20+ learners, including special education students, applying UDL principles and accessibility accommodations; co-taught with media specialist to implement Google Workspace and Apple School platforms.
- Applied data-driven instructional strategies using assessment platforms to monitor progress and adjust individualized learning pathways; completed professional development in literacy curricula (Letterland, Imagine It) and instructional technology

Instructional Designer & Curriculum Developer | Independent Practice 2017–2022

- Developed a 7-module eLearning course for PermieKids platform (WordPress/LearnDash LMS), writing learning objectives, designing assessments, and building content architecture for self-paced online delivery
- Delivered virtual instructor-led workshops and appeared as a podcast guest, presenting learning framework methodology; piloted mastery-based progression model with beta cohort across diverse learner contexts in 50+ locations nationwide

Co-Founder & Curriculum Designer | *Regenerative Education Cooperative* 2015–2017

- Co-founded educational collective with 4 partners, including future National Teacher of the Year (Juliana Urtubey); contracted by Green Our Planet to design and deliver grant-funded professional development
- Designed and facilitated **3 multi-day instructor-led training institutes** for groups of **100+ adult educators per event** (300+ total); led project-based learning sessions with a team of 6+ facilitators, integrating garden-based learning with systems thinking
- Created storyboards, instructional materials, session plans, and facilitator guides; managed event logistics, scheduling, and cross-team coordination for large-group blended professional development delivery

Program Director & Curriculum Designer | *Wild Things Nature School* 2014–2018

- Founded and directed a family environmental education program serving **500+ participants** across the Las Vegas region; managed \$6K–\$7.5K annual operating budget and supervised 3–6 instructors, interns, and volunteers
- Designed a comprehensive blended program including weekly experiential sessions, 2–3 annual multi-day retreats, and community events (100+ attendees); built strategic partnerships with Nevada State College and 3+ government-funded preserves
- Achieved **50%+ participant retention** across multiple seasons through a co-creation feedback model; developed a scaffolded self-directed learning curriculum with qualitative observational assessment methods

EDUCATION

Master of Education, Elementary K–8 2011

Western Governors University, Salt Lake City, UT | Capstone Research Thesis

Bachelor of Arts, Philosophy & German Studies 2008

University of Oregon, Eugene, OR | Focus: Formal Logic, Pragmatism | Study Abroad: Austria & Germany

CERTIFICATIONS & CREDENTIALS

Licensed Educator (K–8) — North Carolina & Nevada

International Baccalaureate (IB) Certificate

Permaculture Design Certificate

TECHNICAL PROFICIENCIES

eLearning & Authoring: Articulate 360 (Storyline, Rise, Review), Camtasia, MindSmith, Figma, HTML/CSS/JavaScript, storyboarding, scenario-based eLearning, gamification

Methodology & Evaluation: ADDIE, SAM, Action Mapping, Bloom's Taxonomy, Kirkpatrick Model, learning analytics, pre/post assessment, ROI

Accessibility & LMS: WCAG 2.1 AA, Section 508, UDL, closed captioning, SCORM/xAPI, WordPress/LearnDash, TalentLMS, LMS administration

AI & Automation: ChatGPT, Claude, Gemini Advanced — prompt engineering, scenario generation, content drafting, workflow optimization

Design, Production & PM: Video production, Canva, Procreate, PowerPoint, technical writing, Trello, Agile, SME collaboration, stakeholder communication