

# MARISSA GATES

Instructional Designer | Learning Architect | M.Ed.

Henderson, NV / Fayette, UT (Remote) | marissamellorgates@gmail.com

[linkedin.com/in/marissa-gates-3b38149a](https://www.linkedin.com/in/marissa-gates-3b38149a) | Portfolio: [marissa-portfolio.vercel.app](#)

## 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 eLearning 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

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### 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

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

International Baccalaureate (IB) Certificate

Permaculture Design Certificate

## TECHNICAL PROFICIENCIES

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**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