

DIANA DUSSAN

INSTRUCTIONAL DESIGNER

Empathetic, learner-focused, and business savvy Instructional Designer and Creative Powerhouse who thrives on crafting immersive, memorable learning experiences that spark curiosity and drive lasting change. Revel in collaborating with subject matter experts (SMEs) to extract and transform valuable insights and complex information into compelling narratives for new audiences. Committed to delivering high-quality, inclusive, and scalable solutions that align with business goals and empower learners to thrive.

PORTFOLIO

WWW.DIANADUSSAN.COM

EDUCATION

UNIVERSITY OF MARYLAND | 2024

MicroMasters®, Instructional Design & Tech
(8-Month Master's Program)

UNIVERSITY OF NORTH TEXAS | 2024

Bachelor of Applied Arts and Sciences

AIU | 2012

Associate of Arts, Business Administration
+45 Additional Credits, Graphic Design

CERTIFICATES

ASSOCIATION FOR TALENT DEVELOPMENT (ATD)
Project Management Institute (PMI) Accredited

Measuring Learning Effectiveness
Instructional Design: Needs Analysis

LINKEDIN LEARNING

Agile Instructional Design

Michael Allen's Designing the Learner's Journey

Meeting the Challenges of Learning and

Development with Generative AI

Predictive Analytics Essential Training:

Estimating and Ensuring ROI

Foundations of Learning Management Systems

Data-Driven Learning Design

Instructional Design Essentials: Working with

Subject-Matter-Experts

Gamification for Interactive Learning

ID TOOLKIT

ADDIE, SAM (Agile), Dick and Carey

Bloom's Taxonomy

Articulate 360 (Rise, Storyline)

Wyond

Camtasia

Audacity

Voiceover Production

Video Production

Graphic Design & Design Thinking

Storyboarding

Scriptwriting

Rapid Prototyping

Course Wireframing

Learning Objectives (CLO & WLO)

Assessment Development (Kirkpatrick's)

Gap & Needs Analysis

Action Mapping

Gamification

Learning Management Systems (LMS)

Performance/Metrics/Key-Performance Indicator

(KPI) Tracking & Analysis

TEACHING EXPERIENCE

ENGLISH TIME & MODAFEN PRIVATE

ISTANBUL, TR | 2009–2012

ESL Teacher (ILT, Blended)

FUNDACION PROYECTO DE VIDA

BOGOTA, CO | 2008

ESL Teacher (Synchronous)

HIGHLIGHTS

- 3+ years of instructional design-related exp. and 4+ years of facilitation exp. (adult eLearning, blended, instructor-led (ILT/VILT))
- 12+ years in content development—learning, technical, and creative—for a wide range of learners, audiences, clients, industries, and niches
- Draw on 8+ years of graphic design and branding experience to deliver visually stunning, highly effective designs that resonate powerfully
- Empathetic to the learner's journey; mindful of their time, experience, and expertise
- Excel in translating complex concepts into captivating reader-friendly content
- Experience engaging with Subject-Matter Experts (SMEs) to extract and distill complex/technical information into engaging learning content
- Strong proponent of Action Mapping to solve performance/business problems
- Passion for Gamification, Blended Learning, and Learning Exp. Design (LXD)
- Prioritize accessibility and inclusivity, accommodating for diverse needs, abilities, and learners (Web Content Accessibility Guidelines (WCAG) 2.1)
- People-centered, collaborative, positive, solutions-driven, and quality-focused
- Harness proficiency in copywriting and editing to modify writing style, tone, and word choice, guaranteeing on-brand, cohesive, and error-free content

ACCOMPLISHMENTS (SELECTED)

- Spearheaded transformative learning content strategy Whole Foods nonprofit, engaging and collaborating with SMEs to supercharge consumer education
- Established learning content and curriculum for a science ed startup, including blended, eLearning, and immersive dispersed learning activities
- Transformed highly sensitive, complex expertise from SMEs in MI-5, military, and government into compelling, accessible content for new audiences
- Led content overhaul for SaaS software and 20 websites, securing CEO buy-in based on proposal, research, and analysis confirming gap for marginalized groups
- Pioneered major accessibility changes for SaaS company, reworking all content for 20 apps and websites with distinct niches and audiences

INSTRUCTIONAL DESIGN EXPERIENCE

GAP (WHOLE FOODS MARKET) | AUSTIN, TX | 2016–2018

Learning Content, Digital Communications & Engagement Specialist
(Asynchronous)

Led, defined, and executed tactical vision for learning content and branding strategy, designed to enhance consumer education, broaden awareness among new audiences, and advance the mission of Global Animal Partnership—the nonprofit arm of Whole Foods Market dedicated to meat animal welfare and labeling standards.

- Led SME brainstorming sessions to extract and convert intricate scientific data into accessible public-facing learning content
- Collaborated with SMEs, interviewing, extracting, and simplifying complex scientific knowledge into accessible content to drive the organization's mission
- Pioneered content transformation, defining personas and targeting new audiences, exponentially growing engagement and expanding reach
- Developed the company's first Style Guide, establishing cohesive messaging
- Facilitated educational training to B2B audiences at various national conventions

KIDVELOP | MIAMI BEACH, FL & REMOTE | 2011–2012

eLearning Curriculum & Content Developer / Science Education Consultant
(Asynchronous)

Conceptualized, designed, and developed immersive blended and eLearning science curriculum and content. Translated complex scientific concepts into fun and engaging learning experiences. Interviewed SMEs specializing in various sciences.

- Optimized existing and new learning content by implementing Bloom's Taxonomy
- Granted complete autonomy by CEO to spearhead design and development of learning curriculum and content with minimal oversight
- Developed needs-based learning solutions based on SME interviews and gap analysis
- Introduced dispersed learning activities, solidifying long-term comprehension
- Collaborated with SMEs to develop scientific graphics and ensure accuracy



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San Francisco Bay Area, CA

TECHNICAL SKILLS

Authoring Tools & CCMS:

Articulate 360 (Storyline, Rise)

Adobe FrameMaker

Oxygen XML (Editor, Author, AI Positron Asst.)

Learning Management Systems (LMS):

Canva | Blackboard | Moodle | ELB | Absorb

Design & Prototyping:

Adobe Creative Cloud

(Photoshop, Illustrator, InDesign,

Acrobat Pro, Premiere, Spark)

Canva

Figma

Video & Screen Sharing Tools:

Camtasia

Snagit

Style Guides & Spell-Check:

Associated Press (AP) Stylebook

Chicago Manual of Style (CMOS)

New Oxford Style Manual

Grammarly Pro

Data Analytics & SEO:

Google Analytics/Keyword Tool/Trends

Ahrefs

Markup Languages:

HTML

DITA/XML

Office Tools:

Google Workspace (Docs, Sheets, Forms, Slides)

Microsoft Office Suite (Word, Excel, PowerPoint)

Adobe Acrobat Pro

Team Collaboration:

Zoom

Slack

Markup

Web Content Management & Web Design:

Wix | Google Sites | GoDaddy Sites

Project Management & Automation:

Asana | Monday | Todoist | Trello

MindMeister

Lucidchart

Zapier

Artificial Intelligence (AI):

ChatGPT

Jasper AI

GrammarlyGO

Midjourney

Synthesia AI

Oxygen AI Positron Assistant

Data Management:

Document Management Systems (DMS)

Content Management Systems (CMS)

LANGUAGES

English - Native

Spanish - Advanced

Turkish - Intermediate

French - Beginner

CONTENT DEVELOPMENT EXPERIENCE

RÉSUMÉ GOAT | AUSTIN, TX & SF BAY AREA, CA | 2011–PRESENT

Senior Content Developer & Designer / Owner

Manage a service-based writing and design business focused on helping professionals and Subject-Matter Experts (SMEs) achieve career transitions. Work closely with SMEs to distill their expertise into reader-friendly language that articulates their value proposition, often transforming highly technical, specialized knowledge for new and diverse audiences to ensure seamless transitions into leadership roles or entirely new or unrelated professions and industries.

- **Earned a reputation as a go-to expert in reengineering content** to align with entirely different and/or unrelated fields, transforming complex technicalities for new audiences and translating dry data into captivating narratives
- **Extracted specialized expertise from secret agent, military, and government SMEs**, transforming content for seamless integration into private sector operations
- **Reengineered documents to highlight measurable success**, leveraging multi-industry expertise to coax quantifiable differentiators from clients
- **Achieved and maintained a solid 5-star customer satisfaction rating**

SNACK JACK | AUSTIN, TX | 2017–2020

Content, Branding & Product Manager / People Manager / Founder & Owner

Invented an award-winning, world-first snack product, brought it to market, and scaled business to regional and nationwide big box grocery retailers, including Whole Foods Market and H-E-B. Managed content direction, design, and development as well as product management, partnerships, branding and marketing, funding, sales, and people management. Oversaw hiring, training, and management of production and sales teams.

- **Developed effective learning content for various learning gaps**, transforming stigmas, educating and growing audiences
- **Developed learner personas**, identifying and capitalizing on areas of opportunity
- **Transformed foreign concepts into engaging, accessible content** for diverse audiences and learning personas
- **Developed training materials** (employee manual, company manual, Good Manufacturing Practices (GMP), standard operating procedures (SOPs))
- **Developed partnerships**, expanding audiences and reaching new customers
- **Managed education and content strategy to success:**
 - Grew product to 26 stores across 10 states within 8 months of launch
 - "Most buzzworthy foods for 2019" by Food Network Magazine
 - Scouted by Whole Foods Market within 1 day of first retail store launch
 - Invited by Shark Tank producers to join the 12th Season (2020)
 - Requested by Fortune 100 companies to be an official office snack
 - Caught the eye of celebrities Robert Downey, Jr. and Three Six Mafia, loyal customers and fans of the product

MODERN ART MUSEUM OF FORT WORTH | FORT WORTH, TX | 2013–2016

Marketing & Communications Coordinator

Coordinated, designed, and developed promotional print and digital media campaigns and content for the Museum, The Modern Shop, Café Modern, museum auditorium programs, and Membership department. Managed multiple social media accounts, including content curation, community engagement, and tracking, reporting, and analysis of key performance indicators (KPIs).

AVALANCHE | MIAMI, FL | 2012–2013

Copywriter, SEO, UX & Marketing / Accessibility Researcher

Strategically planned, researched, and wrote data-backed creative, user experience, and SEO content for 20 websites catering to a wide range of niches. Created content for various projects, including website content, UX microcopy, marketing materials, advertisements, and SEO, while adapting writing style, tone, and word usage seamlessly to the needs of each niche.

- **Researched and wrote compelling articles and blogs** for niche sites and affiliates to improve SEO and site traffic
- **Wrote and edited social media content** on Facebook and Twitter, boosting the company's social media presence and engaging readers
- **Supercharged website traffic within 2 months by rewriting all content** on websites to SEO-friendly by leveraging data analytics
- **Pioneered major changes to SaaS software and website content** by identifying areas to improve Diversity, Equity, Inclusion, and Accessibility
- **Achieved CEO approval to overhaul SaaS software and web content** by presenting on consumer interviews and market research insights

