512-909-4167 | dianaNdussan@gmail.com | LinkedIn.com/in/diananicoledussan | www.dianadussan.com | Boise, ID

DIANA DUSSAN

INSTRUCTIONAL DESIGNER | E-LEARNING DEVELOPER

Bringing unique healthcare fluency to learning design. 15 years studying medical journals, 10 years patient advocacy, and Rice Medical Terminology certification provide deep clinical knowledge—combined with 6+ years designing scenario-based eLearning, simulations, and microlearning that drive measurable outcomes. Experienced navigating hospital systems and EPIC products with genuine passion for improving patient care and clinical performance. Apply learning science and AI-enhanced workflows to make complex medical concepts accessible while maintaining clinical accuracy.

EDUCATION

UNIVERSITY OF MARYLAND
GRADUATE CERTIFICATE,
Instructional Design & Technology

UNIVERSITY OF NORTH TEXAS
BAAS, Organizational Leadership and Social Wellness & Community

AMERICAN INTERCONTINENTAL UNIVERSITY
AA, Business Administration

PROFESSIONAL DEVELOPMENT

RICE UNIVERSITY | 2026
Medical Terminology Specialization - *In progress*

ANTHROPIC ACADEMY | 2025
AI Fluency: Frameworks & Foundations

ASSC. FOR TALENT DEVELOPMENT (ATD) | 2024
Project Management Institute (PMI) Accredited
Measuring Learning Effectiveness
Instructional Design: Needs Analysis

LINKEDIN LEARNING | 2023
Agile ID
Learning & Development with GenAI
Predictive Analytics & Estimating ROI in ID
LMS Management & Administration
Data-Driven ID
SME Collaboration in ID
Learner Journey Design w/ Michael Allen
Gamification for Interactive Learning

HEALTHCARE CERTIFICATIONS

Basic Life Support (BLS) Certification *(9/24)*
Board Certified Patient Advocate *(3/26)*

CONSULTANCY EXPERIENCE

RÉSUMÉ GOAT | 2011–2025
Career Transition Consultant & Content Strategist | Owner
Ran profitable consultancy partnering with executives and senior SMEs across Tech, Healthcare, Finance, and Government. Transformed complex technical expertise into compelling value propositions—securing placements at industry leaders including Google, Amazon, and Samsung.

- **Partnered w/SMEs across diverse sectors** to effectively analyze, design, and communicate specialized knowledge for target audiences
- **Conducted comprehensive needs assessments and gap analyses** to align SME expertise with target audience requirements
- **Transformed highly technical expertise** (IT, engineering, finance, healthcare) into impactful content for successful career transitions
- **Maintained 5-star ratings** through client-centered approach, iterative collaboration, and proven results.

HIGHLIGHTS

- **20 years of experience, including 6+ years Instructional Design & Teaching** – eLearning, scenario-based simulations, microlearning, ILT/VILT, gamification
- **10 years Patient Advocacy** – Robust medical science and healthcare knowledge (hospital workflows, EPIC products, clinical environments)
- **Proven Deliverables** – Interactive courses, branching scenarios, video tutorials, job aids, assessments, onboarding programs
- **Learning Science** – Cognitive Load Theory, spaced repetition, Kirkpatrick evaluation, evidence-based design, adult learning theory
- **AI-Enhanced Workflows** – Leverage GenAI (ChatGPT, Claude, Midjourney) to accelerate development and create consistent visual assets
- **Technical Stack** – Articulate 360, Adobe Creative Suite, LMS platforms, SCORM/xAPI, WCAG 2.1 accessibility
- **Business Acumen** – Former entrepreneur; understand budgets, timelines, ROI, and stakeholder expectations
- **Collaborative Partner** – Build strong SME relationships, conduct needs analyses, translate complex expertise into accessible learning

PROFESSIONAL IMPACT

FOOTHILLS SCHOOL OF ARTS AND SCIENCES | BOISE, ID | 2024–2025
Curriculum & Learning Experience Designer | Instructor, *K-9 Spanish*
Reimagined stagnant K-9 Spanish curriculum to drive lifelong fluency. Accelerated student progression through proficiency levels, with measurable gains in spontaneous speaking ability and authentic language use.

- **Overhauled organization-wide curriculums, achieving record-breaking learning outcomes** that surpassed all previous benchmarks
- **Developed 90% immersion curriculum incorporating real-world simulations** and authentic communication scenarios
- **Created UDL-aligned project-based learning modules** enabling differentiated instruction across diverse learners
- **Designed formative and summative assessments** measuring language proficiency and cultural competency

SNACK JACK | AUSTIN, TX | 2017–2020
Consumer Education, B2B & GTM Strategy, HR and Startup Ops | Founder/CEO
Bootstrapped world-first CPG snack product to nationwide distribution (Whole Foods, H-E-B) across 10 states in 8 months with 4-person team, creating consumer education program that transformed public perception of unfamiliar product category from zero market awareness.

- **Created Consumer Education Strategy and Content**, transforming public perception and addressed critical knowledge gaps
- **Developed and Presented Training Materials**—internal and external—for employee training, retail partners, distributors, and investors
- **Owned End-to-End FDA-Compliant Manufacturing Documentation, Plans, and Procedures** (SOPs, HARPC, HACCP, GMP protocols, QA)
- **Created Multi-Channel B2C and B2B Education Strategy & Content** spanning in-store demos, digital media, and partnership materials
- **Named "Most Buzzworthy Foods 2019" by Food Network Magazine; invited to Shark Tank Season 12; Secured Fortune 500 company clients**

WHOLE FOODS MARKET / GAP | AUSTIN, TX | 2016–2018
B2C Education, Digital Communications & Engagement Specialist
Built first-ever consumer education strategy for Whole Foods Market nonprofit with zero existing framework, exponentially growing audience engagement and expanding mission reach to previously untapped demographics.

- **Developed comprehensive consumer education framework** establishing cohesive, consistent messaging
- **Partnered with SMEs to translate complex scientific knowledge** into accessible multimedia content for diverse audiences
- **Created content library** including videos, infographics, and graphic assets
- **Led complete content rebranding** with defined personas, targeting new market segments and driving exponential engagement growth

ID TOOLKIT (SELECTED)

E-LEARNING AUTHORING
- Articulate 360 *(Storyline, Rise)*
- Adobe Captivate
- Powtoon & Vyond (animation)

LEARNING MANAGEMENT SYSTEMS (LMS)
- TalentLMS
- Absorb
- Canvas
- Blackboard
- Moodle
- ELB
- Docebo

E-LEARNING TRACKING
- SCORM
- Tin Can xAPI

DESIGN
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Canva
- Piktochart
- Sutori *(timeline maker)*

PROTOTYPING & STORYBOARDING
- Figma
- Twine

SCREENSHARING
- Camtasia
- Loom

VIDEO
- Adobe Premiere Pro
- iMovie

AUDIO
- Audacity
- GarageBand

ACCESSIBILITY
- WACG 2.1
- 503 Compliance
- WebAim *(contrast tester)*
- Captions
- Audio Recordings

ARTIFICIAL INTELLIGENCE (AI)
- ChatGPT
- Claude
- Gemini
- Midjourney
- Synthesia AI
- Articulate Storyline AI
- Jasper AI
- GrammarlyGO
- Notebook LLM

PROJECT MANAGEMENT & AUTOMATION
- Asana, Monday, Todoist, Trello
- MindMeister, Lucidchart, Bubbl
- Zapier, IFTTT

OFFICE TOOLS
- Google Workspace, Microsoft Office 365
- Adobe Acrobat Pro

TEAM COLLABORATION
- Zoom, Slack, WhatsApp & MS Teams

WEB DESIGN & CONTENT MANAGEMENT
- Wix, Google Sites, GoDaddy Sites
- Google Cloud
- Amazon Web Services (AWS)

VIBE CODING & EDITING
- HTML, CSS, DITA, XML, C#

EARLIER CAREER

RANDSTAD / RISESMART | REMOTE | 2018–2020
Senior Technical Writer

MODERN ART MUSEUM OF FORT WORTH | FORT WORTH, TX | 2013–2016
Marketing & Communications Coordinator / Design, Video & Photography

AVALANCHE | MIAMI, FL | 2012–2013
UX, Marketing & SEO Copywriter | UX Researcher - SaaS, 20+ Online Dating Sites

KIDVELOP | Miami, FL (Remote) | 2011–2012
eLearning Developer & Curriculum Designer, STEM - EdTech Startup

ENGLISH TIME | ISTANBUL, TR | 2009–2012
Teacher, *Adults*

MODAFEN PRIVATE SCHOOL | Istanbul, TR | 2009–2012
Teacher, *Middle School*

FUNDACION PROYECTO DE VIDA | Bogota, CO | 2008–2009
Teacher, *K-12*

CALVIN KLEIN | NEW YORK, NY | 2007–2008
Executive Assistant to the Vice President of Sourcing - Men's Underwear

HARPER COLLINS PUBLISHERS | NEW YORK, NY | 2007–2007
Asst. Junior Editor, *Lifestyle Books Dept.* & Legal Proofreader, *Royalties Dept.*

MIAMI HERALD | MIAMI, FL | 2005–2007
Junior Graphic Designer, Proofreader & Copy Editor

ID FRAMEWORKS & METHODOLOGIES

Instructional Design Models
ADDIE | SAM (Agile Design)| Dick & Carey | Action Mapping (Map It!)
Universal Design for Learning (UDL) | Backwards Design

Learning Science & Training Assessment
Adult Learning Theory | Cognitive Load Theory | Bloom's Taxonomy
Kirkpatrick's Four Levels of Training Evaluation | Formative & Summative
Dual Coding Theory

Learning Experience Design (LXD)
Scenario-Based Learning | Microlearning | Gamification | Rapid
Prototyping | Multimedia Learning | Social Learning (70:20:10 Model)
Storytelling & Narrative Design

UX & Design Thinking
User-Centered Design | Design Thinking | Information Architecture
Usability Testing | Iterative Design | User Journey Mapping
Accessibility-First Design

Analysis & Strategy
Needs Assessment | Gap Analysis | SME Collaboration Frameworks
Learner Analysis | Performance-Based Design

Standards & Compliance
WCAG 2.1 & Section 508 Accessibility | SCORM | xAPI (Tin Can)

FOREIGN LANGUAGES

Spanish - Advanced
Turkish - Intermediate
French - Beginner
Italian - Beginner

INTERESTS & TALENTS

Medical & Scientific Journals
SCIENCE! Cosmology, Biology, Botany, Geology
Cooking & Hosting
Puzzles from the Magic Puzzle Co.
Letters Live channel on YouTube
The New York Times *(the games and recipes too!)*
Wildlife Rescue *(Raccoons, Opossums, Crows)*
Green Wood Spoon Carving
Salsa Dancing *(very badly!)*
Hiking, Kayaking, Foraging & Bushcraft *(Yes, I can make fire!)*
Spreading Joy & Making People Feel Valued
Spatial Reasoning *(98th Percentile!)*
Complex Problem Solving