

DIANA DUSSAN

INSTRUCTIONAL DESIGNER

EDUCATION

UNIVERSITY OF MARYLAND | 2025

**Postgraduate Certificate,
Instructional Design & Technology**

UNIVERSITY OF NORTH TEXAS | 2024

**Bachelor of Applied Arts and Sciences,
Social Wellness and Community
& Organizational Supervision**

AIU | 2012

**Associate of Arts, Business Administration
45 Credits, Graphic Design**

AREAS OF EXPERTISE

Instructional Design (ID) | Learning Experience Design (LXD)
Training Development & Implementation | Microlearning
Scenario-Based Learning | Gamification | Curriculum Design
Needs Analysis | Action Mapping | Bloom's Taxonomy
Adult Learning Theory | Instructional Design Models
(ADDIE, SAM, Rapid Prototyping, Dick & Carey)
Learning Assessment (Kirkpatrick's) | Systems Thinking
Subject-Matter-Expert Collaboration | Multimedia Design
Articulate 360 | Adobe Creative Cloud | Design Thinking
Accessibility Compliance (WCAG 2.1 and Section 508)
Learning Management Systems (LMS) | SCORM & xAPI
Advanced GenAI Prompting | AI-Assisted Authoring

PROFESSIONAL DEVELOPMENT

RICE UNIVERSITY | 2025

Medical Terminology Specialization Certificate

Courses: Medical Terminology I, II & III (45 hours)

KHAN ACADEMY | 2025*

MCAT Prep Course

(450 course hours + 15 test hours) *In Progress

ASSC. FOR TALENT DEVELOPMENT (ATD) | 2023

Project Management Institute (PMI) Accredited

- **Measuring Learning Effectiveness**
- **Instructional Design: Needs Analysis**

LINKEDIN LEARNING | 2023

Instructional Design Certificates:

- **Agile Instructional Design**
- **Michael Allen: 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 (LMS)**
- **Data-Driven Learning Design**
- **Instructional Design Essentials: Working with Subject-Matter-Experts**
- **Gamification for Interactive Learning**

CERTIFICATIONS

PATIENT ADVOCATE CERTIFICATION BOARD | 2026*

Board Certified Patient Advocate (Coming Soon!)

*Expected 3/2026; Passed Practice Exam with 95%+

AMERICAN HEART ASSOCIATION | 2024

Basic Life Support (BLS) Certified

First Aid, CPR & AED (Valid through 9/2026)

FOREIGN LANGUAGES

Spanish - Advanced

Turkish - Intermediate

French - Beginner

HIGHLIGHTS

- **15+ years in Content Development, Marketing, Graphic Design, and UX** for a wide range of learners, audiences, clients, industries, and niches
- **6+ years of Instructional Design (ID)/Teaching experience**, developing and presenting blended, instructor-led, and eLearning curriculum and content
- **3+ years of Consumer Education experience** in nonprofit (Whole Foods) & startup
- **Entrepreneurship, Business Management, and People Leadership experience**; highly business-minded with multi-hat, hands-on leadership history
- **Knowledgeable in Medical Science**; extensive experience in navigating the healthcare system and patient advocacy; 15+ years of reading medical journals daily
- **Excel in devising learning objectives and assessments** (e.g., Kirkpatrick's, diagnostic, formative, and summative)
- **Proponent of Action Mapping (Map It)** to solve performance/business problems
- **Excel in translating complex concepts into clear, reader-friendly content**
- **Experience engaging Subject-Matter Experts (SMEs) to distill complex data** (technical, scientific) into compelling content that engages new audiences
- **People-centered and empathetic to the learner journey**
- **Collaborative team-player**; always lend a helping hand and inspire collective action

ACCOMPLISHMENTS (SELECTED)

- **Developed first Consumer Education plan & Style Guide for Whole Foods Market nonprofit**, establishing cohesive and engaging consumer-facing brand messaging
- **Led SME brainstorming sessions to extract and repurpose intricate scientific data** and converted it into accessible content for the public, propelling the org.'s mission
- **Established first-ever learning content and curriculum for a STEM ed startup**, including multimedia, blended, and hands-on dispersed learning activities
- **Pioneered major accessibility changes to SaaS software and website content** by identifying areas for improvement and implementing content, UX, and UI changes

PROFESSIONAL EXPERIENCE

FOOTHILLS SCHOOL OF ARTS AND SCIENCES | BOISE, ID | 2024–2025

Curriculum Designer & Instructor, Spanish

Designed and implemented an immersive Spanish language program across the entire school in alignment with the school's commitment to inquiry-based and project-based learning (PBL). Used comprehensible input (CI) and acquisition-driven instruction (ADI), to create real-world simulations and foster authentic engagement.

- **Overhauled language program, accelerating and growing content acquisition**, significantly surpassing all previous years on record
- **Employed the latest in science-backed CI and ADI methodologies**, including 90% Spanish immersion, resulting in improved fluency, more authentic communication, and expanded cultural exploration
- **Designed and implemented universal by design (UDL) projects**, encouraging learners to use the language to investigate real-world problems, promoting active engagement and mastery of academic content
- **Empowered students by incorporating their interests and choices into the learning process**, nurturing their independent strengths and critical thinking

RÉSUMÉ GOAT | AUSTIN, TX & SF BAY AREA, CA | 2011–2025

Owner (Content Development, Client Relationship Management)

Managed a service-based content writing and design business focused on helping professionals and Subject-Matter Experts (SMEs) achieve career transitions. Worked closely with SMEs to distill high level expertise into value propositions, transforming complex technical, specialized knowledge for new and diverse audiences to ensure seamless transitions into leadership roles or entirely unrelated roles and industries.

- **Crafted highly effective content that caught the eye of top tech giants** like Google, Amazon, Apple, and Samsung
- **Consistently aligned SME expertise with entirely different fields**, transforming technicalities for new audiences, resulting in successful career transitions
- **Extracted specialized knowledge from MI-5, military, and government SMEs**, transforming content for seamless integration into private sector operations
- **Played a pivotal role in securing speaking engagements for SMEs** in tech, science, finance, information technology, engineering, and healthcare
- **Achieved and maintained a 5-star customer satisfaction rating** on Google, Facebook, Yelp, and Trust Pilot

ID TOOLKIT (SELECTED)

INSTRUCTIONAL DESIGN

- Articulate 360 (*Storyline, Rise*)
- Adobe Creative Cloud (*Photoshop, Illustrator, InDesign, Premiere*)
- Canva
- Camtasia
- Loom
- Snagit
- Powtoon
- Vyond

LEARNING MANAGEMENT SYSTEMS (LMS)

- TalentLMS
- Canvas
- Blackboard
- Moodle
- ELB
- Absorb

OFFICE TOOLS

- Google Workspace (*Docs, Sheets, Forms, Slides*)
- Microsoft Office Suite (*Word, Excel, PowerPoint*)
- Adobe Acrobat Pro

TEAM COLLABORATION

- Zoom
- Slack
- Microsoft Teams

WEB CONTENT MANAGEMENT

- Wix
- Google Sites
- GoDaddy Sites
- Google Cloud
- Amazon Web Services (AWS)

PROJECT MANAGEMENT & AUTOMATION

- Asana
- Monday
- Todoist
- Trello
- MindMeister
- Lucidchart
- Zapier

ARTIFICIAL INTELLIGENCE (AI)

- ChatGPT (OpenAI)
- Gemini (Google)
- Claude (Anthropic)
- Jasper AI
- GrammarlyGO
- Midjourney
- Synthesia AI

INTERESTS & TALENTS

Medical & Scientific Journals
Cooking & Hosting
Puzzles from the Magic Puzzle Co.
Letters Live on YouTube
Wildlife Rescue (Raccoons, Opossums, Crows)
Biology, Botany, Geology
Green Wood Spoon Carving
Hiking & Kayaking
Pivoting on the Fly
Spatial Reasoning (98th Percentile!)

Engineering & Reverse Engineering
Complex Problem Solving
Making People Feel Welcome and Valued

PROFESSIONAL EXPERIENCE (CONTINUED)

SNACK JACK | AUSTIN, TX | 2017–2020

Founder & Owner (Operations, R&D, Product Management, Marketing & PR, People Management, Investor Pitching)

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, and sales.

- Developed effective consumer education content for various learning gaps that transformed stigmas, educating and growing audiences
- Developed personas for learners, identifying areas of opportunity
- Effectively transformed foreign concepts into engaging, accessible content for diverse audiences and learning personas
- 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

WHOLE FOODS MARKET - GAP | AUSTIN, TX | 2016–2018

Consumer Education, Digital Communications & Engagement Specialist

Led, defined, and implemented creative vision of national content and branding strategy aimed at growing consumer education, expanding awareness to new audiences, and promoting the mission of Global Animal Partnership (GAP), a Whole Foods Market nonprofit arm specializing in food animal welfare and labeling standards.

- Collaborated with SMEs, interviewing, extracting, and simplifying complex scientific knowledge into accessible content to drive the organization's mission
- Pioneered rebrand of all content by defining personas and targeting new audiences, exponentially growing engagement and audience size
- Developed the company's first Style Guide and Product Labeling Guide, establishing cohesive brand messaging

EARLIER CAREER

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 collateral for the Museum, The Modern Shop, Café Modern, museum auditorium programs, and Membership department. Managed multiple social media accounts (e.g., Facebook, Facebook Events, Twitter, Flickr, Instagram, YouTube and Google+), including content development, community engagement, scheduling, tracking, and reporting.

AVALANCHE | MIAMI, FL | 2012–2013

UX, Marketing & SEO Copywriter

Strategically planned, researched, and wrote data-backed creative, user experience, and SEO content for 20 websites catering to a wide range of niches.

KIDVELOP | MIAMI, FL (REMOTE) | 2011–2012

eLearning Curriculum & Content Developer, STEM Education

Conceptualized, designed, and developed immersive blended and eLearning curriculum and content for children and adult learners designed to educate and inspire a love of science.

ENGLISH TIME & MODAFEN PRIVATE SCHOOL | ISTANBUL, TR | 2009–2012

Teacher, K-12 & Adults

FUNDACION PROYECTO DE VIDA | BOGOTA, CO | 2008–2009

Teacher, K-12

HARPER COLLINS PUBLISHERS | NEW YORK, NY | 2007–2008

Asst. Junior Editor, Lifestyle Books; Legal Proofreader, Royalties

MIAMI HERALD | MIAMI, FL | 2005–2007

Proofreader, Copy Editor & Junior Graphic Designer

