NAJUANA LEE, PHD

404-272-3026 | Atlanta, GA | najlee7@icloud.com | linkedin | portfolio

Education

UNIVERSITY OF GEORGIA
Doctor of Philosophy - Art Education

UNIVERSITY OF TENNESSEE, CHATTANOOGA
Master's - Art Education

INSTRUCTIONAL DESIGN CERTIFICATE,
University of Maryland Global Campus

UNIVERSITY OF TENNESSEE, CHATTANOOGA
Bachelor of Fine Arts – Graphic Design

GOOGLE UX DESIGN CERTIFICATE,
Coursera (IN PROCESS)

Key Competencies

15+ years of **leadership** in **educational institutions**, **district settings**, and **corporate training** environments. Proven ability to **guide teams** toward successfully **achieving organizational goals**. Experience **leading initiatives** from **ideation** to **completion**. Experience engaging with senior executives in the **higher education** industry. Experience presenting regionally, nationally, and internationally at higher education conferences. Excel in **curriculum development**, **content strategy**, **design thinking**, and **instructional design.** Strong **cross functional team management, strategic thinking, problem solving, written** and **verbal communication** and **negotiation skills.**

Executive Competencies:

Program Leadership
Instructional Design
Adult & K–12 Education
Project Management
Content Strategy
Critical Decision-Making
Educational Technology
Storytelling & Vision
Educational Media
Training & Coaching
Creative Direction
Budget Development
Stakeholder Collaboration

Work History

Learning Solutions Architect
Excelled Learning Solutions LLC, Remote, Contract
December 2023-Present

I am a highly experienced Learning Solutions Architect with over 15 years of experience in learning content development, writing, and design. My passion is ensuring the success of adult and secondary learners by creating engaging, effective, and inclusive learning experiences. I have worked with esteemed clients such as Disney, Amazon, the Getty Museum, Geena Davis Institute, Valor Tequila, Joe's Gourmet, Prevention Strategies, Untold EDU, and The North Carolina Public Schools.

**Senior Director of Learning, Development,
and Instructional Design**
DoGoodery LLC, Remote
May 2021-December 2023

In the leadership role at DoGoodery, I spearhead the development of comprehensive instructional strategies and tailored curricula for esteemed clients like Disney, Amazon, and the Getty Museum of Art. Managing various responsibilities in the nimble startup, I served multiple roles as Creative Director, Curriculum Developer, Instructional Designer, Front-End Designer, UI/UX, and Graphic Designer. Collaborating closely with stakeholders, I guided and supported them through the educational process, using data-driven insights to inform continuous improvement. My innovative approach to instructional design and expertise in educational technology integration aligned with agile methodologies resulting in inclusive, learner-centric materials. As a leader, I fostered teamwork and commitment to diversity, equity, and inclusion in our instructional design initiatives, showcasing adaptability and efficiency in a multifaceted role.

- **User-Centric Design Thinking**: Demonstrated expertise in applying user-centered design principles to develop innovative solutions that meet user needs and enhance user experience. Proficient in conducting user research, prototyping, and usability testing to drive design decisions.
- **Creative Direction:** Excel in crafting compelling visual narratives, leveraging innovative design techniques, optimizing user experiences, and engaging target audiences by leading and directing the creative process for short-form film and website development.
- **Content Authoring Tools:** Articulate 360, Adobe Captivate, Camtasia, Adobe CC Suite, Microsoft 365.
- **Industry Standard Processes:** ADDIE, Agile, SAM, SCRUM, Kirkpatrick, Design Thinking, API, SCORM, UI/UX., WCAG
- **LMS Administration:** Blackboard, TalentLMS, Docebo, Canvas, D2L Brightspace, Participate.
- **Product Management:** Experience with customer/user interaction, designing and conducting user research plans.
- **Project Management:** Plan, direct, and coordinate the project, develop timeline, scope, sequence, and QA of deliverables.

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University Teaching Experience:

· **University of Georgia**, Athens, GA,
Visiting Assistant Professor, 2009-12

· **Georgia Gwinnett College**, Lawrenceville, GA,
Visiting Instructor Art, 2011

Curriculum Development
North Carolina Department of Public Instruction, Remote, Freelance
February 2023

Designing an immersive curriculum for "The Holocaust Files" Video Series. [Read the Full Case Study.](#)

- **Comprehensive Learning Experience:** Created a complete and comprehensive toolkit for educators that seamlessly integrated the video content and enriched and enhanced the overall learning experience for students.
- **Interactive Learning:** Recognizing the importance of engagement, incorporated interactive elements into the curricula design including discussion prompts, reflective activities, and collaborative projects. These features aimed to deepen student understanding and foster critical thinking.
- **Engaged Classrooms:** The interactive nature of the curriculum materials spurred active classroom engagement, encouraging meaningful discussions and reflections on the historical significance of the Holocaust.

UI/UX and Instructional Designer
Prevention Strategies – University of North Carolina, Chapel Hill, Remote, Freelance
October 2023

Nurturing Resilience - Online Stress Coping Course for UNC Freshmen. [Read the Full Case Study.](#)

- **Engagement and Interaction:** The interactive modules and scenario-based learning promoted active engagement among students, fostering a sense of connection with the course content.
- **Positive User Feedback:** Early feedback from participants highlighted the effectiveness of the course in providing practical coping strategies and promoting a positive mindset.
- **Platform Accessibility:** The Participate platform ensured that students could access the course seamlessly fostering an inclusive learning environment.

Subject Matter Expert (SME), Content and Curriculum Developer
The Walt Disney Company, Remote
Jan 2009-May 2021

With a tenure spanning nearly 15 years at Walt Disney, I emerged as a distinguished content and curriculum creator, specializing in innovative learning initiatives. I played a pivotal role in the Club Penguin project, where I co-developed top-grossing educational iPad games and revamped the game to integrate educational elements seamlessly. A key accomplishment was the creation of a parent portal for real-time monitoring of children's learning progress. Throughout my Disney journey, I showcased proficiency in cross-functional collaboration, curriculum development, project management, and stakeholder communication, contributing to the success of various interdisciplinary projects and DisneyNature film teacher guide development.

- **Gamification Mastery**: My expertise extends to gamification, evidenced in the success of the #2 ranked learning game, "Pufflescape," for Club Penguin, with over 80 million plays in its inaugural year.

Teacher Leader promoted to Program Administrator
Fulton County Schools, Atlanta, GA
Aug 2012-May 2021

Over a transformative decade at Fulton County Schools, I was promoted from a fine art and animation teacher to a dynamic leadership role, showcasing skills in curriculum leadership, data-driven interventions, and scalable learning experiences. As a key decision-maker in the leadership team, I shaped curriculum, strategy, and staffing decisions, contributing to impactful learning experiences aligned with strategic goals. Whether as a Graduation Coach or leading the Career Tech division at the district level, I demonstrated expertise in instructional design, team leadership, and professional development program management. My journey involved managing a team, overseeing teacher evaluations, supporting CTAE programs, and spearheading vendor procurement. From Certified Teacher to Career Tech Program Administrator, my growth underscores dedication to enhancing educational experiences.

- **Large-scale Professional Development Design:** Developed district-wide professional development to support best practices in Career Tech for over 200 teachers.
- **Large-scale Data Analysis:** Excel in data analysis handling large-scale learner data for precise placement, growth assessment, and learning needs analysis.