



CONTACT



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Killeen, TX



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KEY SKILLS

Instructional Design

Curriculum Mapping

Professional Learning Delivery

Content Optimization

LMS Management

Training Needs Analysis

Instructor-Led Training

EdTech Integration

Program Scaling

Learning Impact Measurement

Digital Learning Design

Standards Alignment

Cross-Functional Collaboration

EDUCATION

MS in Education, Learning Design and Technology
Purdue University, West Lafayette, IN
| GPA 4.0
Jan 2025 – Aug 2026

Bachelor of Science in Biology
The University of Texas at San Antonio,
San Antonio, TX
Jan 2002 – Dec 2005

MARISSA ATCHISON

Instructional Designer – Curriculum Developer — Learning and Development Specialist –
Training and Professional Development – EdTech Specialist

PROFILE SUMMARY

Learning experience designer with 13+ years of experience in translating complex concepts into clear and engaging learning solutions. Proven ability to design interactive eLearning modules that increased completion rates by 30% and reduced performance gaps by 50%. Skilled in collaborating with SMEs across distributed teams, managing end-to-end curriculum development for 1,500+ learners, and delivering training that improved instructional consistency by 20%. Holds an M.S. in Education, Learning Design and Technology from Purdue University (4.0 GPA), building scalable, accessible digital learning experiences for corporate and education sectors.

CAREER HIGHLIGHTS

Instructional Design & Curriculum Development:

- Designed 8–12 interactive eLearning modules using Articulate Storyline 360 with branching scenarios and SCORM compliance, supporting 75–125 adult learners to date.
- Built full-year Pathophysiology and Aquatic Science courses from scratch aligned to NGSS standards, growing Aquatic Science enrollment from one to multiple sections within 2 years.
- Developed NGSS-aligned curriculum roadmaps across grades 6–8, reducing revision cycles by 20–30% through improved alignment, structure, and standards coverage across courses.

Training Facilitation & Professional Development:

- Delivered 6–8 annual training sessions to 5–15 educators on Bloom's Taxonomy and multimedia principles, improving instructional quality and task completion by 15–20%.
- Facilitated cross-collaborative unit design session for 10–30 secondary educators, demonstrating effective integration of science, ELA, math, and history using shared instructional anchor.
- Trained 10–15 team members annually on instructional design fundamentals and Articulate 360, reducing onboarding time by 20–30% through structured systems and documentation.

Learning Technologies, LMS & E-Learning Development Tools:

- Built fully functional LMS environment using Schoology with clear navigation and resource organization, contributing to 30% higher assignment completion during remote learning.
- Leveraged Camtasia, Snagit, and Canva to create instructional videos and visual assets, applying Mayer's Principles to reduce cognitive load and improve comprehension.

People Management & Team Leadership:

- Recruited, onboarded, and trained 10–20 volunteers annually, increasing participation by 20–30% through structured materials, leader guides, and training compliance oversight.
- Designed and implemented structured onboarding programs, including role-specific guides and workflow documentation, reducing ramp-up time and role ambiguity by 20–30%.
- Mentored 7 staff in lesson design and classroom management, achieving a 100% pass rate by the second attempt, with several progressing into leadership roles.

PROFESSIONAL EXPERIENCE

PROFESSIONAL LEARNING SPECIALIST, DESMOS MATH K-5

June 2026 - Present

Amplify (Contract) | Big West Region

Year-round contract facilitator on Amplify's STEM professional learning team, certified in Amplify Desmos Math K–5. Deliver remote and onsite professional development that helps elementary teachers and instructional leaders implement the curriculum with confidence, serving districts of all sizes across the Big West region and nationally as needed. Draws on classroom teaching experience and training in adult learning and instructional design.

- Led initial launch training and professional development for groups of 30–40 K–5 teachers and instructional leaders, supporting effective adoption and implementation.
- Modeled problem-based math instruction and Desmos tools as students would experience them.
- Applied adult learning principles to tailor sessions to each district's context and goals.
- Adapted facilitation in real time; delivered logistics on time and refined sessions using survey data.
- Certified in Amplify Desmos Math K–5; completed the PLS Learning Arc, a competency-based program in PD delivery, content internalization, and communication, with Lead PLS coaching.
- Traveled regularly to partner districts in small towns and large cities, often on short notice.



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Training and Professional Development – EdTech Specialist

CERTIFICATION

Texas Teaching Certification

TechSmith SnagIt Certification

Camtasia Certification (In progress)

IT SKILLS

Articulate Storyline 360, ADDIE,
Merrill's Principles of Instruction,
Bloom's Taxonomy

Camtasia, Snagit, Canva, Genially

Open edX, Schoology, Brightspace
(D2L), Interactive Content
Development (H5P)

Google Workspace, Slack, ClickUp,
Miro, Kanban Boards

TRAINING ATTENDED

Differentiated Instruction &
Inclusive Learning Strategies

Data-Driven Instruction &
Assessment Design

Standards Alignment (TEKS &
NGSS) & Curriculum Planning

HONORS, AWARDS, & RECOGNITIONS

Spirit of Judson Teaching Award
(2012) – Judson Independent
School District

**Nominated for the Teacher of the
Year** – Killeen ISD Career Center

**Nominated for Spirit of Judson
Teaching Award** – By District
Science Specialist

FREELANCE INSTRUCTIONAL DESIGNER, CAPM CERTIFICATION PREP COURSE

2026

Ball State University | Began as graduate practicum (EDCI 57300)

Designed and developed a fully asynchronous CAPM prep course in Brightspace for adult learners. Meets PMI's 23 contact hours and aligns to the current CAPM Exam Content Outline and PMBOK 8th Edition (orientation plus eight modules, 44 lessons). Built on ADDIE and Knowles' principles to WCAG 2.1 AA. Already advertised by Ball State, with several requests received.

- Created custom HTML templates and a color-coded callout system (definitions, exam tips, exam traps) aligned to Ball State brand guidelines.
- Designed a four-tier interaction system (Creator+, H5P, Brightspace quizzes) with branching scenarios, retrieval practice, and research-based feedback.
- Built an assessment ecosystem, including 20-question practice pools and two 150-question practice exams weighted to the real exam, plus three industry case studies.
- Migrated interactions from Storyline 360 SCORM to native Brightspace tools, tracing a learner visibility issue to an LMS permissions gap.
- Reviewed content against PMI standards; secured scope approvals from a faculty supervisor and partner stakeholder (ten modules consolidated to eight).

INSTRUCTIONAL DESIGNER/LEARNING & DEVELOPMENT SPECIALIST

Nov 2025 – May 2026

Planned Career Break | Killeen, TX

- Completed graduate coursework in Learning Design and Technology, advancing skills in instructional design, eLearning development, and evaluation of digital learning experiences.

INSTRUCTIONAL DESIGNER/TRAINING & DEVELOPMENT LEAD

Nov 2024 – Nov 2025

Flexi Solutions LLC | Remote

- Managed end-to-end development of online learning programs, coordinating cross-functional teams using Slack, ClickUp, and Miro to ensure alignment with objectives.
- Trained 8–12 team members annually on Articulate 360 and multimedia principles while conducting QA review to improve content quality and alignment.
- Reduced revision cycles by 20–30% through improved instructional structure, standards alignment, and clear communication with SMEs and design team members.

TRAINING & DEVELOPMENT MANAGER/VOLUNTEER LEADERSHIP

May 2022 – May 2025

Planned Career Break | Savannah, GA

- Led volunteer team overseeing program operations for 100 youth members, providing financial oversight for \$20,000 annual budget and recruiting 8–12 new volunteers annually.
- Planned and coordinated 15–20 annual events with 40–120 participants and budgets averaging \$1,000–\$1,300, establishing partnerships that generated \$3,000–\$6,000 annually.

INSTRUCTIONAL DESIGNER/CURRICULUM DEVELOPER/EDTECH MANAGER

Aug 2017 – May 2022

Killeen Independent School District | Killeen, TX

- Designed full-year Pathophysiology course from concept to implementation, developing all lessons, labs, and assessments aligned to health science standards and CTE pathways.
- Designed scenario-based learning experiences promoting critical thinking while continuously revising content based on learner performance, reducing re-training needs by 20–30%.

INSTRUCTIONAL DESIGNER/CURRICULUM DEVELOPER/EDUCATOR

Aug 2014 – May 2015

Ysleta Independent School District | El Paso, TX

- Developed and delivered TEKS-aligned biology instruction, designing lessons, labs, and assessments; mentored a long-term science substitute teacher through alternative certification, including lesson planning, classroom management, and TExES exam preparation.

SCIENCE DEPARTMENT CHAIR/TRAINING & DEVELOPMENT MANAGER

Aug 2008 – May 2014

JUDSON INDEPENDENT SCHOOL DISTRICT | San Antonio, TX

- Led 14-teacher science department on curriculum pacing, assessment alignment, and data analysis.
- Managed \$10,000 departmental budget aligned to academic and operational priorities.
- Facilitated data-review sessions to identify performance gaps and implement corrective actions.
- Coordinated communication between executive leadership and the department.