



# KENDAL FORTSON

## INSTRUCTIONAL DESIGNER

### CONTACT

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Los Alamos, New Mexico  
USA, 87544

### CERTIFICATIONS

Arizona Department  
Of Education

- Secondary English
- Psychology  
Initial Certificate  
July, 2022

TOEFL  
120 hours OFQUAL  
Initial Certificate  
2016

### SKILLS

- Curriculum Creation using backward design based on understandings of instructional design principles using SAM or ADDIE method for adult learners
- Curriculum Adaptation
- Aligning Assessments with Learning goals
- Zoom
- Asynchronous, Synchronous, and Hybrid Teaching
- Microsoft Office Suite
- Adobe Design Suite
- Adobe Captivate
- Articulate Storyline and Rise 360
- Google Classroom & Workspace
- Learning Management Systems

### OBJECTIVE

Dedicated Instructional Designer and curriculum creator with six years of curriculum creation experience in corporate and academic settings.

### EDUCATION

#### Western Governors University

Milcreek, UT | August, 2024

M. S. in Curriculum and Instruction

- Capstone Research project - Excellence Award

#### University of New Mexico

Albuquerque, NM | December 2006

B. A. in Criminology

- *cum laude*
- Dean's list

### RELEVANT EXPERIENCE

#### Instructional Designer | Various - Freelance

Various, Remote | 2021 – present

- Developed and implemented an e-learning module for employee onboarding to align with a solar company organization's goals and objectives based on SME and company values.
- Identified competency needs and training gaps in new employee training materials for VAIE.
- Created training materials to increase new employee efficiency with an online Learning Management System Spark/Canvas/Managebac
- Met with SME in energy and engineering to develop clear, concise training materials with technical accuracy.
- Developed graphics-based instructional chart for non-native speaking employees and customers based on a needs assessment.
- Created a training-module for educator professional development to increase teacher ability to detect plagiarism via AI, LML, ChatGPT based on a needs assessment from SMEs.

#### Evolvement Brand Manager | Rescue Social Change Group

Albuquerque, NM | 2010 –2012

- Designed, and implemented training materials and programs for the New Mexico Department of Health that led to a 100% increase in funding for the second contract-year.

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#### OTHER INTERESTS

Hiking

Painting

Film Theory

Music Composition

#### REFERENCES

Available upon request

## RELEVANT EXPERIENCE (CONTINUED)

- Researched and analyzed data based on focus groups and surveys to update materials in a fast-paced environment.
- Designed graphics/visual elements for PowerPoint presentations.
- Edited Video/Audio elements of marketing and training materials
- Created web-content for blogs and assessments utilizing HTML and web-templates.

### **Secondary English and I&S teacher | Albania College Tirana** Tirana, Albania | August 2022 – July 2023

- Created English Language & Literature curriculum for grades 9-11 to align with AERO standards.
- Communicated learners' academic needs to team leaders.
- Balanced inquiry-based and traditional teaching methods in Language Arts to maximize engagement and understanding of reading comprehension, grammar, syntax, and research skills.
- Aligned teaching methods to IB framework.

### **Secondary English & Psychology Teacher | VAIE** Suzhou, China | August 2018 – July 2022

- Created and taught Psychology curriculum to align with Common Core standards in preparation for the AP test.
- Created and implemented formative and summative Assessments through backward design based on the ADDIE method in the Learning Management System for online, asynchronous learning during COVID.
- Updated Language Arts curriculum to involve more opportunities of higher levels of thinking according to Bloom's taxonomy.

### **Secondary English Teacher | U-learn: Suzhou High School** Suzhou, China | February 2017 – July 2018

- Differentiated instruction for a classroom with a wide level of ESL abilities.

## PROFFESIONAL DEVELOPMENT

### **Diversity, Equity, and Inclusion**

- TES Equality and Diversity for International Schools, January 2023.

### **Classroom Management and Instruction**

- How to Build Rubrics and Depth of Knowledge, December 2022.
- Vertical Articulation and Unit Building, February 2023.

### **Research**

- CITI Human Subjects Research SBE Comprehensive, August 2023.