PATRICIA CALLE

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Instructional Designer | Learning Engineer | Bilingual (Spanish/English) EdTech Specialist

PROFESSIONAL SUMMARY

Instructional designer and learning engineer with 20+ years of experience in curriculum development, EdTech integration, and multilingual learning (Spanish/English). Recently completed an M.A.in Educational Innovation, Technology, and Entrepreneurship with hands-on work designing executive education courses in Canvas and Articulate. Proven record of improving learner performance and engagement through data-driven design, LMS optimization, multimedia, AI video, and analytics tools for diverse K–12 and adult learners. Adept at collaborating with faculty, product teams, and educators to design, localize, implement, and train on scalable learning solutions.

CORE SKILLS

Instructional Design & Learning Science: Backward design, adult learning theory, blended/online learning, assessment design, learning analytics, UDL (Universal Design for Learning), accessibility standards

EdTech Platforms & Tools: Canvas LMS, Articulate 360 (Storyline, Rise), Synthesia (AI video creation), Google Workspace, Microsoft Office, Adobe Creative Suite, 3D Design (Maya, Mudbox), IXL, I-Ready

Web Design & Development: WordPress, Wix, Webflow, HTML/CSS, web accessibility, responsive design, user experience (UX) optimization

AI & Emerging Technologies: Synthesia, Gemini AI, AI-powered EdTech tools, AI integration for learning, microlearning design, video-based learning

Curriculum & Localization: Bilingual (Spanish/English) curriculum development, content localization, Montessori and standards-aligned design, multicultural pedagogy

Project Management & Leadership: Cross-functional team collaboration, change management, educator training, stakeholder alignment, client onboarding, mentorship

EDUCATION & CREDENTIALS

University of North Carolina at Chapel Hill
Master of Arts in Educational Innovation, Technology and Entrepreneurship (Learning Engineer Concentration) - Graduated with Honors, July 2025
Relevant Coursework: Learning Analytics, Educational Innovation & Technology, 3D Design, Emerging Technologies in Education, Teaching & Learning in Digital Contexts, AI Leadership Academy

Catholic University, Guayaquil, Ecuador
Bachelor of Science in Early Childhood Education - Graduated with Honors, February 1999

PROFESSIONAL EXPERIENCE

University of North Carolina at Chapel Hill, Kenan-Flagler Business School
Instructional Design Intern | 08/2024 – 05/2025

- Designed Canvas courses aligned with executive education standards, ensuring consistency and optimal user experience for professional learners
- Integrated multimedia content and HTML coding to enhance accessibility and engagement, improving course completion rates
- Applied Quality Assurance protocols to refine Executive MBA course materials, optimizing content delivery and learner outcomes

Montessori Institute of North Carolina, Chapel Hill, NC
Web Developer & E-commerce Consultant | 07/2025 – Present

- Transformed the existing website into a fully functional e-commerce platform using WordPress, aligning technical implementation with the founder's immediate and long-term business goals
- Designed and optimized accessible, user-centered web experiences for educational content, improving site navigation and conversion pathways for prospective educators
- Collaborated directly with the founder to define requirements, prioritize features, and implement scalable solutions supporting organizational growth and digital learning delivery

Private, Public, and Charter Montessori Schools, Triangle Area, NC
Lead Educator & Curriculum Designer | 01/2015 – 01/2023

- Developed and delivered bilingual (Spanish/English) curricula aligned with Montessori and state standards, contributing to a 93% student success rate on standardized assessments across multi-age classrooms
- Implemented IXL, I-Ready analytics, and custom digital assessments to track learner progress and personalize instruction for 30+ students annually, using data dashboards to identify intervention opportunities
- Led technology adoption by creating and managing digital learning environments and workflows, enabling blended and remote learning while increasing student engagement
- Designed and facilitated teacher mentorship programs and professional development sessions on technology integration and data-driven instruction, improving instructional consistency across grade levels
- Co-coached Girls on the Run for 3+ seasons, enhancing team leadership and supporting student social-emotional development

Houghton Mifflin, Northern and Southern California
Educational Consultant & Program Implementation Specialist | 01/2003 – 01/2004

- Achieved 100% adoption of California's Spanish Language Arts program across multiple school districts by training 45+ educators and administrators on curriculum integration, assessment protocols, and data-use practices
- Designed and delivered professional development sessions on bilingual reading programs, aligning implementation with district key performance indicators and state standards
- Planned and managed cross-district program rollout with clear timelines, success metrics, and feedback loops to ensure sustainable adoption and fidelity

Redwood City School District, Redwood City, CA
District-Level Educational Consultant | 08/2002 – 07/2004

- Served on the District Language Arts Committee, influencing curriculum and resource selection for 8,000+ students across multiple schools
- Delivered district-wide professional development on formative assessment, curriculum implementation, and data analysis, coaching teachers to use student data to inform instruction and intervention
- Co-developed school-wide improvement plans with measurable academic targets, progress monitoring systems, and accountability structures

Adelante Spanish Immersion & Technology Magnet School, Redwood City, CA
Dual-Immersion Program Leader | 01/2001 – 01/2004

- Led dual-language program initiatives, supporting teachers and students in a technology-rich, multicultural learning environment
- Designed culturally responsive curricula and professional learning opportunities for bilingual educators

TECHNOLOGY & LANGUAGES

Technical Skills: Canvas LMS, Articulate 360 (Storyline, Rise), Synthesia, Google Workspace, Microsoft Office, Adobe Creative Suite, 3D Design (Maya, Mudbox), WordPress, Wix, Webflow, Gemini AI, AI-powered EdTech tools, IXL, I-Ready, HTML/CSS, web accessibility
Languages: Spanish (Native), English (Fluent)

AWARDS & CREDENTIALS

Google UX Design Professional Certificate | 08/2025
Articulate Storyline Essential Training | 02/2025
Montessori Elementary I–II (6–12) Credential, MACTE Approved | 06/2023
Spanish for Healthcare Professionals Certificate | 05/2025
North Carolina Birth-Kindergarten Teaching License
Honors Society Member | 02/2025

COMMUNITY & LEADERSHIP

Girls on the Run – Co-Coach, 3+ seasons | Teacher Mentorship Program – Leader | Bilingual Education Advocate – School and District Committees | Multilingual & Multicultural Learning – Advocate for equitable, culturally responsive EdTech and curriculum design