

Kelly Watson

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PROFESSIONAL SUMMARY

Curriculum designer with 5+ years of experience applying ADDIE, SAMR, and UDL to build standards-aligned curriculum, deliver professional development to peers, and drive technology integration. Skilled in needs analysis, stakeholder management, data-driven iteration, and large-scale program rollouts. Recently completed an M.Ed. in Instructional Design & Educational Technology. Targeting edtech, corporate L&D, copywriting, and instructional design roles.

SKILLS & TOOLS

Design: ADDIE, Backward Design, SAMR, UDL, Andragogy, Self-Directed Learning, Storyboarding, WCAG 2.1 Accessibility, Failure-Based Learning

Tools: Genially, Canva, CapCut, Adobe InDesign, Adobe Premiere Pro, Google Workspace, Grackle Docs, Renaissance

PROFESSIONAL EXPERIENCE

William Howard Taft High School | Chicago, IL

August 2022 – Present

Publishing Operations & Yearbook Adviser

August 2024 – Present

- Drove a financial turnaround of a distressed program, growing sales from 1,140 to 1,540 units (+35%) in two years and generating \$120,000+ in annual revenue through targeted marketing, audience segmentation, and SEO best practices
- Designed and facilitated a 6-week synchronous onboarding curriculum for incoming senior editors annually, applying ADDIE and adult-learning principles to build competency from foundational training to publication-ready performance
- Managed end-to-end implementation of a 150-day production cycle (vendor contracts, design standards, content pipelines) as primary liaison across administration, publisher, and production team

English Teacher & Curriculum Designer, IB MYP

August 2022 – Present

- Designed a majority of student-facing materials for the school-wide IB Interdisciplinary Unit (IDU) integrating 4 core curricula, applying UDL principles and accessibility standards to drive adoption at scale
- Led cross-curricular PD rollout sessions for the full 10th-grade team, presenting IDU program design, implementation strategy, and educator expectations to a multi-disciplinary adult audience
- Coached colleagues on a recurring basis in technology integration (Google Workspace, Renaissance STAR) and SAMR-informed tool adoption; analyzed STAR data with cross-functional teams 3x weekly to calibrate assessments and iterate on instruction
- Designed IB MYP curriculum across grades 9–12, including an accelerated track adapting 10th-grade content for advanced 9th-grade learners, supporting up to 32 learners across inclusion and honors levels

William Fremd High School | Palatine, IL

May 2022 – August 2022

Credit Recovery Instructor & Curriculum Designer

- Conducted a needs assessment and designed an original ELA unit for a credit recovery cohort, scoping curriculum to a condensed calendar with differentiated pacing and performance tracking

Champaign CUSD 4 | Champaign, IL

September 2021 – May 2022

Secondary Education Teaching Resident

- Designed and delivered standards-aligned lessons across grade levels and ability tiers during a full-year clinical placement

GRADUATE DESIGN PROJECTS

- **Adult PD Unit:** Two-session unit for ~50 teachers per session, grounded in andragogy and self-directed learning, in which teams build and data-revise a shared scaffold structure
- **Online Course, “Exploring IB-Thought through Text”:** Multi-module course with a formative-to-summative pathway and AI-assisted peer discussion
- **Animated Instructional Video:** Scripted, storyboarded, and produced in Canva; quality-assured with a self-built QA checklist and revised from peer feedback
- **Accessible Reference Toolkit:** Tabbed Google Docs job aid tested for WCAG 2.1 contrast, tagged with Grackle Docs, and checked with a screen reader

EDUCATION & CERTIFICATIONS

M.Ed., Instructional Design & Educational Technology

Completed Sept. 2026

American College of Education | GPA 4.0 | *Degree conferral pending*

B.A., English, Minors in Secondary Education & History

May 2022

University of Illinois Urbana-Champaign | GPA 3.8 | Dean’s List, 2020–2022

International Baccalaureate Certification (Category 2 Training)

September 2023

Professional Educator License, Grades 9–12: English Language Arts and Social Sciences

June 2022