

# Dr. Najuana Lee

## Director of Education



## Expertise

- Learning Content Development
- Project Management
- Client Collaboration
- Education Partnership Development
- Education Thought Leadership
- Instructional Design

## Education

- Micro Masters, Instructional Design and Technology, University of Maryland Global Campus
- Ph.D., Art Education, University of Georgia
- M.Ed., Art Education, University of Tennessee, Chattanooga
- B.F.A., Graphic Design, University of Tennessee, Chattanooga

## Bio

As the Director of Education at DoGoodery, Najuana analyzes learners' needs and aligns them to defined learning objectives. She believes in building the learning framework, content, and program around learners' prior knowledge and interests to develop meaningful, engaged, and impactful learning.

For over a decade, Najuana worked as a Subject Matter Expert, developing curriculum and content for the Walt Disney Company. While in the role of Visiting Assistant Professor at the University of Georgia, she joined a team of professors developing educational games and content for Disney's Club Penguin and Disney's Connected Learning. On this team, she collaboratively developed the #2 ranked learning game of all time for Club Penguin, Pufflescape, which had over 80,000,000 plays in its introductory year. She has also worked with the DisneyNature team to create interdisciplinary educators' guides for the past 12 years. These guides were used in both formal and informal learning spaces with an impact worldwide. Over 500,000 teachers globally downloaded and utilized these educator guides.



## Director of Education, DoGoodery

**May 2021 - Present**

- Instructional design, curriculum development and delivery, for both online and print-based curriculums as well as stakeholder education/training
- Lead and manage the analysis, planning, design, development and implementation of all education initiatives in alignment with strategic and operational goals.
- Lead the effort to create innovative education solutions using sound educational research, instructional design methodologies, current technologies and effective project management to meet organizational product development goals.
- Write, review, edit and approve copy, instructional text, graphics, and audio and video scripts for short educational films.
- Provide vision and leadership in the integration of instructional technologies for online, hybrid and traditional classroom programs
- Research and apply emerging technology and concepts to educational initiatives
- Manage the development and resources utilized for the integration of all content items into programs to include graphics, illustrations, activities, case studies and simulations

## Instructional/Graduation Coach & Professional Learning Facilitator, Fulton County Schools

**August 2012 - May 2021**

- As part of the leadership team, make key decisions about the school's curriculum, strategic direction and staffing.
- Analyze formative and summative student learning data to identify trends, develop strategies for intervention, and evaluate overall learning program effectiveness.
- Develop engaging and impactful learning experiences that can be scaled and delivered across the learning environment.
- Apply an iterative systems approach to curriculum design, re-design, and development.
- Maintain current programs to ensure learners continually receive the highest impact learning experiences.
- Provide subject matter expertise, instructional design, and facilitation for face to face and online learning programs.
- Collaborate and consult with administration, faculty, and staff on the effective use of strategies, technologies, resources, and instructional software to improve learning and teaching.
- Manage, develop, and facilitate the school-wide professional learning program.
- Manage and coach a team of response to intervention and learning support teachers to develop engaging and meaningful content for students with a high probability of not graduating.



## Subject Matter Expert & Curriculum Designer, The Walt Disney Company

**February 2005 - May 2012**

- Over a decade of experience designing, developing, and producing innovative and engaging learning content for both online and classroom settings.
  - Collaboratively developed the #2 ranked learning game of all time for Club Penguin, Pufflescape, with over 80,000,000 plays in its introductory year.
  - Adept at gamification of learning content and development of multiple delivery strategies.
  - Developed secondary interdisciplinary project-based curricula as part of a world-renowned team of SMEs.
  - Curated accessible information for the learner and contributed original curricular materials and assessments that are innovative, interdisciplinary, and culturally responsive.
  - Developed project management work flow diagrams, concept maps and ensure on-time delivery.
  - Understand the needs of the learner and respond meaningfully by identifying core-learning processes, timelines, delivery strategies, and scope/sequence.
  - Advise and interact with multimedia developers and instructional technology teams for effective execution of ideas.
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