

MARITZA BEJARANO ECHEVERRI

maritzabejaranoe@gmail.com • +57 (318) 221- 9512 • Cali, Colombia

www.linkedin.com/in/maritza-bejarano-echeverri-02626813b

SUMMARY

Dedicated educator and E-learning experience designer with a passion for innovating and creating teaching materials, courses, and resources. Skilled in ICT, E-learning methods, and design thinking. Experienced in providing professional development for educators to enhance online and hybrid teaching processes. Excited to bring expertise in instructional design and digital learning solutions

EXPERIENCE

*Ninja Tropic - USA, **IA Powered Instructional Designer and Content Strategist** (Freelancer - Remote)*
2025

- Created AI-assisted blog articles and LinkedIn content to educate audiences on emerging trends in instructional design, e-learning, and technology adoption.
- Developed content strategies using AI analytics to identify trending topics, optimize keywords, and increase engagement across social platforms.
- Collaborated with design and marketing teams to ensure all written materials aligned with brand voice, instructional goals, and audience needs while leveraging AI tools for editing and idea generation.

*Mindsed - Germany, Sweden, **Instructional designer** (Hybrid)*
2023 - 2024

- Designed digital learning solutions for various clients, including educational institutions and corporations, enhancing educational innovation through multimedia integration and technology-driven approaches.
- Collaborated with experts to develop interactive eLearning modules, using LMS/LXP platforms to deliver effective training, ensuring content followed best instructional design practices and tailored materials for diverse audiences.
- Contributed to educational innovation through multimedia integration and technology-driven approaches, improving learning outcomes and engagement.

*Florida Global University - FL, USA, **Instructional designer** (Freelancer - Remote)*
2024 - 2024

- Developed and structured the English III & IV online course syllabus, enhancing student comprehension and skill development by aligning with curriculum standards.
- Created course objectives and organized content within Moodle LMS, ensuring effective instructional design and engaging learning activities.
- Designed interactive activities and assessments, improving student engagement and tracking progress.

*Universidad del Valle- Language and Cultures Center, **Instructional designer** (On-site)*
2021 - 2024

- Designed and structured the online English program on Canvas LMS, enhancing student engagement and learning outcomes.
- Created interactive lesson plans and multimedia activities aligned with learning objectives, improving student comprehension.
- Set up assessments to track student progress, ensuring continuous improvement and effective measurement of learning.

*Universidad del Valle- New Technologies and Virtual Education Department, **Instructional Designer & Pedagogical Advisor** (Hybrid)*
2020 - 2022

- Trained and supported subject matter experts in course creation for online modalities, enhancing their understanding and implementation of effective teaching strategies.
- Implemented diverse methodologies to design online programs, including master's and specializations, resulting in improved learning outcomes and student engagement.
- Developed and managed courses on Canvas LMS with various LTI integrations, ensuring seamless and interactive learning experiences.

*Universidad del Valle- CIER, **Instructional designer** (Hybrid)*
2020 - 2020

- Led the instructional design of an online English program, enhancing student engagement and learning outcomes by creating interactive activities and a structured curriculum on Moodle LMS.
- Developed comprehensive learning materials and assessments, ensuring alignment with course objectives and improving student comprehension.
- Implemented multimedia elements and technology-driven approaches, increasing student participation and satisfaction rates.

*I.U Escuela Nacional del Deporte, COL, **Part-time English teacher & Instructional designer** (On-site)*
2019 - 2024

- Taught English to various undergraduate programs, designing career-related activities to enhance learning outcomes.
- Developed a reading module in English on the NEO platform, improving student engagement and comprehension.
- Designed and taught a module of ITC in education for a certificate program for teachers, enhancing their digital literacy and teaching effectiveness.

*Go Kids Go for It Academy, SPAIN, **Part-time English teacher** (On-site)*
2018 - 2019

- Taught English to kids, teens, and adults at different levels, enhancing their language skills and comprehension by designing tailored lesson plans, resulting in improved student performance.
- Designed ICT activities in lessons (VR, AR, etc.), improving student engagement and learning outcomes, and increasing participation.
- Prepared students for CAMBRIDGE tests, achieving a significant pass rate of B2-C1, demonstrating effective teaching strategies.

*Universidad San Buenaventura, COL, **Part-time English teacher** (On-site)*
2017 - 2018

- Designed and taught English to different majors, including undergrads, postgrads, and university staff, enhancing language skills and comprehension.
- Developed tailored lessons based on each major, improving student engagement and learning outcomes.
- Implemented career-related activities, increasing student participation and practical application of language skills.

*Universidad ICESI, COL, **Hourly Spanish teacher (as a foreign language)** (On-site)*
2017

- Designed and taught Spanish lessons to American and European students, improving student engagement through tailored lesson plans.
- Evaluated different levels of student proficiency, increasing language proficiency by providing targeted feedback and support.
- Taught conversational classes, enhancing communication skills through interactive and student-centered activities.

*Universidad Javeriana, COL, **Hourly Spanish teacher (as a foreign language)** (On-site)*
2017

- Developed and delivered Spanish lessons for American and European students, enhancing engagement with customized lesson plans.
- Assessed students' proficiency levels and boosted language skills by offering personalized feedback and guidance.
- Led conversational classes, fostering communication skills through interactive, student-focused activities.

*Universidad Autónoma de Occidente, COL, **Full-time English teacher** (On-site)*
2014 - 2018

- Taught English to various undergraduate programs and staff, enhancing language skills and comprehension through tailored lesson plans.
- Designed and created English lessons (activities, tests, modules) for virtual environments, improving student engagement and learning outcomes.
- Prepared students for TOEFL and IELTS tests, achieving a significant pass rate, and demonstrating effective teaching strategies.

*LEARN ENGLISH INTERNATIONAL CENTER, **Full-time English teacher** (On-site)*
2013 - 2014

- Developed and delivered Spanish lessons for foreigners of all ages and proficiency levels, adapting teaching strategies to meet diverse learning needs to suit different age groups and learning styles.
- Created engaging lesson plans incorporating interactive activities, real-life scenarios, and multimedia resources to enhance comprehension and retention.
- Assessed students' progress through evaluations and personalized feedback, helping them build confidence and improve their language skills.
- Fostered a supportive and dynamic learning environment, encouraging active participation and meaningful communication in English.

*MINT WORLD Language Center, **Part-time English teacher** (On-site)*
2012 - 2013

- Taught English to children, teens, and adults of all levels, adapting methods to different learning styles.
- Designed interactive lessons with real-life scenarios and multimedia to boost comprehension.
- Assessed progress and provided personalized feedback to build confidence and fluency.
- Created an engaging environment that encouraged active participation and communication.

*LESARU Language Center, **Part-time English teacher** (On-site)*
2010 - 2011

- Taught English to students of all ages and levels, tailoring lessons to diverse learning needs.
- Developed interactive, real-life-based activities to enhance comprehension and retention.
- Provided assessments and personalized feedback to support language development.
- Fostered an engaging, communicative classroom environment.

EDUCATION

Universidad De La Sabana

*Short-cycle tertiary ed • **Digital Ethics** • 2022 - 2022*

IU Digital de Antioquia

*Short-cycle tertiary ed • **Virtual learning environment** • 2020 - 2020*

Universidad De Salamanca - SPAIN

*Master's Degree • **ICT-Mediated Educational Innovation** • 2018 - 2019*

*Universidad De San Buenaventura Short-cycle tertiary ed • **Online Tutoring** 2018*

Universidad Del Valle

*Short-cycle tertiary ed • **Spanish Language Teacher Education** • 2015 - 2015*

Universidad Santiago de Cali

*English Teacher • **Foreign Languages (English-French)** • 2007 - 2012*

Licenses & Certifications

Inclusive Learning Design (Feb 2025) · Measuring Learning Effectiveness (Feb 2025) · **Using AI Tools for UX Design (Dec 2024)** · **Using AI in the UX Design Process (Dec 2024)** · Using Neuroscience for More Effective L&D (Apr 2024) · Instructional Design: Adult Learners (Apr 2023) · **UX Design: 1 Overview (Mar 2023)** · **UX Foundations: Storytelling (Mar 2023)** · Elearning Essentials: Instructional Design (Jan 2023) · Elearning Essentials: Storyboarding (Jan 2023) · Emotional Intelligence for Project Managers (Jan 2023) · Learning Articulate Rise (Jan 2023) · Project Management Foundations (Jan 2023) – **LinkedIn**.

PORTFOLIO <https://maritzabejaranoe4.wixsite.com/mysite>