

Allison Ross

LEARNING DESIGN | PROGRAM STRATEGY | INSTRUCTIONAL LEADERSHIP

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SUMMARY

Learning design, program strategy, and leader with 20+ years of experience across K-12 education, professional learning, event, and ministry contexts. Skilled at moving ideas from concept to implementation – designing instructional content, building operational systems, and equipping teams and communities to do meaningful work well. Brings a blend of creative vision and systematic thinking to mission-driven organizations where relationships and learning are central to the work.

CORE COMPETENCIES

Instructional Design · Curriculum Development · Adult Learning Theory · Needs Analysis · Capacity Building
Program Design · Training Facilitation · Program Strategy & Development · Process Improvement · SaaS
Content Workflow Management · Stakeholder Management · Knowledge Management · Event Coordination
Cross-Functional Collaboration · Project Management · Coaching & Feedback · Change Management

TOOLS & PLATFORMS

Monday.com · Asana · Google Suite · Microsoft 365 Suite · Zoom · Canva · Adobe InDesign · Adobe Illustrator
Camtasia · Slack · Salesforce · Zendesk · Wix · Claude & ChatGPT (AI-assisted design & content development)

PROFESSIONAL EXPERIENCE

Professional Learning Design Lead | MIND Education

March 2023 - June 2026

- Led instructional design and maintenance of 20+ professional learning workshops, implementation guides, facilitator resources, and multimedia assets for PK-8 educators and administrators
- Established a standardized content development workflow in Monday.com, improving cross-departmental transparency and collaboration from concept through delivery
- Conducted needs analyses and applied adult learning theory to design experiences that improved educator implementation and long-term product adoption
- Developed a train-the-trainer institute from concept through stakeholder approval – researching models, authoring a program proposal, building a project timeline, and coordinating internal alignment
- Built a resource request intake system to collect, categorize, and respond to ideas from partner-facing teams, with automated status updates keeping submitters informed throughout the process
- Developed facilitator certification resources and delivered internal training to ensure consistent, high-quality professional learning delivery across the organization

Professional Learning Specialist | MIND Education

July 2021 - March 2023

- Coordinated, tailored, and facilitated 500+ on-site and virtual professional development sessions for educators and administrators across the U.S. and Canada; applied adult learning best practices to strengthen implementation
- Collaborated cross-functionally with content, product, and marketing teams to translate educator needs into program enhancements and improved professional learning experiences
- Partnered with district leaders to design site-based coaching support days combining workshops, classroom modeling, and structured debrief – later scaled into a district-wide institute
- Engaged in pre-sales conversations with prospective partners, articulating a multi-year professional learning vision aligned to their implementation goals

Curriculum Coordinator & Educator

E. A. Young Academy

August 2015 - July 2021

North Texas Leadership Academy

July 2012 - May 2015

Birdville ISD, Holiday Heights Elementary

July 2006 - May 2012

- Determined campus curriculum needs, authored curriculum maps, and selected and adapted instructional resources across content areas for general and gifted learners in grades 2–8
- Designed and facilitated 20+ interdisciplinary Project-Based Learning units integrating service learning, cross-grade collaboration, and differentiated instruction
- Conducted professional development and coaching sessions for campus educators; managed service-learning, travel, and Advanced Placement programs

SERVICE & LEADERSHIP

Deacon, Care & Discipleship Ministries | The Paradox Church

February 2019 - Present

- Oversaw development and logistics for discipleship programming in a volunteer capacity, including classes, Bible studies, and seasonal devotionals — managing curriculum design, copywriting, editing, and communication
- Lead, planned, and facilitated team meetings and retreats — scheduling, agenda preparation, hospitality, and related pre- and post-event communication
- Used class and event survey data to refine existing opportunities and inform future equipping decisions

Event Coordinator | Sundance Swing Out

January 2014 - October 2018

- Oversaw all planning and execution of an annual swing dance event serving 200+ national attendees
- Negotiated vendor contracts, managed event budget, and coordinated accommodations, transportation, and hospitality
- Developed weekend and class schedules; used social media and communication platforms for promotion and attendee engagement

EDUCATION

Master of Education, Gifted Education | Hardin-Simmons University

Bachelor of Science, Early Childhood Education | Texas Christian University

CERTIFICATIONS

Generalist EC-4, Generalist 4-8, English as a Second Language | Texas Board of Education

Visual Elements of UI Design; UX Design Fundamentals | California Institute of the Arts

Design Thinking for Innovation | University of Virginia