

Gabrielle Argueta, M.S.

Tallahassee, FL • 904.607.6567 • gabrielleargueta@gmail.com • [LinkedIn](#) • [Portfolio](#)

Instructional Design | Learning Strategy | Learning Operations

Summary

Instructional Designer and learning strategist with 3+ years building accredited executive education programs for FSU Law. Known for designing data driven learning experiences, managing multi stakeholder projects, and scaling programs that increased engagement by 75 percent and reached 250+ professional learners. Skilled in curriculum design, accreditation, evaluation, and continuous improvement with emerging strengths in learning operations and analytics.

Core Competencies

Learning Strategy

Needs Assessment and Performance Analysis • Adult Learning Theory • Learning Ecosystems • Curriculum and Program Design • Learning Evaluation and Impact Measurement (Kirkpatrick, in progress with ROI) • Accreditation and Compliance (SHRM, CLE, HRCI) • Stakeholder Engagement • Continuous Improvement

Design Systems

Instructional Design (ADDIE and Iterative Design) • Learning Pathways • SCORM • Learning Experience Design • Template and Process Development • Workflow Optimization • Project Planning and Cross Functional Coordination • Timeline and Issue Management (risk mitigation emerging) • Multimedia and Content Strategy • Virtual Event and Webinar Support

Emerging Tech

AI Enhanced Design and Prototyping • Learning Systems and Portals • Data Visualization and Learning Analytics Foundations • AI Assisted Content Development • Technology Adoption and Workflow Innovation

Professional Experience

Instructional Designer | FSU College of Law

May 2022 – Present

Lead instructional design and program development for the Stoops Center's executive education initiative, establishing the program from the ground up and collaborating with attorneys and industry experts to translate complex legal concepts into accessible learning.

- Directed full lifecycle development of 27+ accredited business and law courses, increasing engagement by 75 percent and scaling delivery to 250+ professional learners.
- Designed accredited online curricula across privacy law, employment law, healthcare compliance, and sports law.
- Applied ADDIE methodology with iterative evaluation practices to drive continuous improvement.
- Collaborated with 20+ SMEs to convert complex policy into high impact learning experiences.
- Coordinated webinars averaging 300+ attendees and in person panels with 100+ participants, supporting 300+ livestream viewers.
- Supervised and mentored interns in instructional design, communications, and multimedia production.
- Managed SHRM, CLE, and HRCI accreditation and supported marketing through newsletters, email, and Salesforce Marketing Cloud

Additional Experience

Instructional Design Intern | FSU Office of Distance Learning

Jan 2022 – April 2022

Completed a semester long graduate internship focused on transitioning an undergraduate course to an online format using Quality Matters standards.

- Collaborated with a faculty member to adapt course design and delivery for online learning, applying the QM rubric to ensure accessibility, alignment, and quality.
- Developed interactive learning activities and assessments to support student engagement and meet course objectives.
- Applied instructional design models and graduate level training to produce a complete, QM aligned online course.

HR Representative FSU Information Technology Services	July 2019 – May 2022
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Provided HR support for 500+ employees across ITS, ensuring compliance with university, state, and federal policies while serving as a resource for supervisors and staff.

- Oversaw HR operations, including onboarding, personnel actions, payroll, and visa documentation, while maintaining accurate personnel files.
- Served as a key resource and quality control checkpoint for HR actions initiated by supervisors, advising staff, and improving process accuracy.
- Coordinated the H1B filing process for sponsored employees, collaborating with university HR and external agencies to ensure compliance with immigration regulations.
- Monitored weekly time entry for 500+ employees, facilitating supervisor approvals, corrections, and accountability to ensure payroll accuracy.
- Generated HR activity and compensation reports using PeopleSoft and BI tools to reconcile appointments and provide data for leadership decision making.

Technical Tools

Rise 360 • Articulate Storyline • Canvas LMS • Learning Portals • Adobe Premiere Pro • Zoom • Microsoft 365 • Google Workspace • Asana • Salesforce Marketing Cloud • Canva • Qualtrics • Power BI (beginner) • Copilot • AI Tools for Instructional Design (ChatGPT, AI assisted storyboard, content drafting, prototype development)

Education

Master of Science in Instructional Systems and Learning Technologies • Florida State University (July 2022)

Bachelor of Science in Psychology • Florida State University (May 2019)

Specialized Coursework

e360 AI and Immersive Learning Cohort • eTeach (2025)

Change Management for Resilient Professionals • Florida State University (2025)

Human Performance Technology • Florida State University (2022)

Applying the Quality Matters Rubric • Quality Matters (2022)

Memberships and Involvement

Association of Talent Development – Active Member (2025 – Present)

Big Brothers Big Sisters of America – Big Sister (2024 – Present)