



Fer González Morales

LEARNING DESIGN - CULTURE - RESEARCH

Summary

Facilitator, learning designer, and researcher with experience in Education, Instructional Design, Culture Studies, and L&D. I specialize in techno-pedagogical design, critical pedagogy, facilitation, and leadership. Bridging theory and practice, my approach to life and learning is holistic and embodied, helping individuals and teams build stronger relations and environments for collective learning to take place. My practice rooted in feminism and decolonial thinking actively seeks to reflect on the sociopolitical conditions of this world and re-imagine the better worlds our hearts know are possible.

Professional Experience

LEARNING DESIGN LEAD

*RNW Media - Netherlands
2024-2026*

- **Strategic Vision & Framework Development:** Customize instructional design frameworks to align curriculum with business goals and learner needs.
- **Learning Experience Design:** Lead curriculum design and development applying instructional and techno-pedagogical methodologies.
- **Capacity Strengthening & Facilitation:** Co-develop and facilitate advanced learning trajectories for internal teams and external partners.
- **Blended Learning Framework Design:** Authored the organizational standard establishing design principles, modality criteria, technology standards (TPACK, UDL, WCAG 2.1), role definitions, and quality assurance mechanisms.
- **Quality Assurance:** Designed a competency-based Course Evaluation Framework and four-level MEAL framework (Reaction, Learning, Application, Impact) with KPIs, rubrics, peer feedback, and a formal feedback loop for continuous improvement.

LEARNING DESIGNER

*RNW Media - Netherlands
2023-2024*

- **Learning Experience Design:** Design inclusive curricula using ADDIE, across modalities like face-to-face, blended, and self-paced e-learning.
- **Cross-Functional Collaboration:** Partner with SMEs via agile co-creation to conduct needs analyses and align programs with strategic objectives.
- **Learning Technologies:** Leverage LMS (Canvas, Moodle) and develop, interactive content using H5P and authoring tools.
- **Project Management:** Lead end-to-end learning projects, managing timelines, budgets, and cross-functional resources.
- **Research & Improvement:** Monitor EdTech trends and accessibility standards (WCAG 2.1, UDL) to iteratively enhance programs.

TRAINER COORDINATION

*RNW Media - Netherlands
2022-2023*

- **Trainer Development:** Build instructional design capabilities through ToT programs and mentorship.
- **Trainer Workforce Management:** Oversee recruitment, scheduling, performance monitoring, and feedback.
- **Training Operations:** Coordinate end-to-end program delivery—scheduling, logistics, and platform setup.
- **Stakeholder Liaison:** Facilitate alignment between stakeholders, partners, and trainers.
- **Learning Administration:** Track training progress, manage records, and ensure compliance.

Contact

- **Email:** fer.g.morales@proton.me
- **LinkedIn**
- **Portfolio** www.affectedstudio.com
- **Live in:** Netherlands
- **Nationality:** Mexican & EU

PROFESSIONAL SKILLS

- **Learning Management Systems (LMS):** Canvas, Moodle — Administration, course setup, learner tracking, and reporting.
- **E-Learning Authoring Tools:** Articulate 360, H5P — Development of SCORM-compliant, interactive, and multimedia-rich learning modules.
- **Technical Standards & Interoperability:** SCORM — Packaging and deployment of trackable e-learning content across LMS platforms.
- **Accessibility Standards:** WCAG 2.1 — Application of web content accessibility guidelines aligned with Universal Design for Learning (UDL) principles.
- **Video Production & Editing:** Adobe Premiere — Editing, subtitling, and post-production for educational video content



Fer González Morales

LEARNING DESIGN - CULTURE - RESEARCH

Consultancy Work

AFFECTED STUDIO

2020 -current

As an independent consultant, partnered with organizations, universities, and public educational institutions internationally to design and deliver learning solutions across diverse subject areas.

Dalhousie University-

Halifax, Canada

2025

- **Blended Course Design:** Analyzed program challenges and student needs to redesign undergraduate Biology curricula for blended and online modalities.

Rainforest Alliance-

Netherlands

2021-2022

- **Designed an online course** on Rainforest Alliance's audit process, including video production.
- **E-Learning with Micro-credentials:** Designed an internal e-learning course for auditors on Root Cause Analysis

Gerrit Rietveld Academy -

Netherlands

2020

- **Artistic Research Course Design:** Developed and led intensive courses including a month-long program on performativity and process-based methodologies (Jewelry-Linking Bodies), and Hydrofemism, a practice-based research course culminating in an exhibition at the Stedelijk Museum Amsterdam.

Public Ministry of Education

(SEP) - México

2017

- **Curriculum Design:** Designed and implemented a dance program for public secondary schools in Mexico City, creating inclusive, collaborative spaces for creative expression through dance.
- **Teacher Training & Capacity Strengthening:** Led training for 60+ teachers across 60+ public schools, equipping educators to integrate dance and creativity into their pedagogical practices.

Contact

- **Email:** fer.g.morales@proton.me
- **LinkedIn**
- **Portfolio** www.affectedstudio.com
- **Live in:** Netherlands
- **Nationality:** Mexican & EU

COURSES

- **Blended Learning Design -** Workshop by NHL University (2024)
- **Narrative Therapies (Diploma) -** Colectivo Prácticas Narrativas, 2018.
- **Technologies of Memory, Walter Benjamin (Seminar) -** MUAC Expanded Campus UNAM, 2017.
- **Becoming Cyborg (Seminar) -** Yencid Calderón, Pedagogías Desearantes, UNAM, 2022.

Education

UOC

Catalunya

Masters in Education & Technology (2025-2026)

- Learning Design — Specialization in Technology and Innovation
- Instruction Design and management of educational programs
- Development of pedagogical content and evaluation

ARTEZ UNIVERSITY

Países Bajos

Master in Arts (2018- 2022)

- Master's in Research with Specialization in Arts
- Management of artistic and community projects
- Academic writing and written project development

UNIVERSIDAD IBERO AMERICANA

Mexico

Bachelors in Art History (2013-12017)

- Bachelor's Degree in Art History
- Management of artistic and community research projects
- Academic writing and historical research

UAQ

Mexico

Bachelors in LatinAmerican History (2010-2012)

- Undergraduate Courses in Latin American History
- Sociopolitical research for community projects
- Academic research
- *not graduated