



# Fer Gonzalez Morales

LEARNING - DESIGN - RESEARCH

## Summary

Facilitator, learning designer, and researcher with experience in **Education, Instructional Design, Culture Studies, and L&D**. I specialise 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.

## Professional Experience

### LEARNING DESIGN LEAD

*RNW Media - Netherlands  
2024-present*

- Architected the team's **instructional design framework** to ensure curriculum is strategically aligned with business goals and learner needs.
- Led **cross-functional teams** and external partners to develop and launch complex, multi-modal learning programs.
- Drove a **data-informed culture** by implementing evaluation strategies to measure efficacy and guide iterative improvements.
- **Embedded accessibility (WCAG)** as a core principle across all learning programs and platforms.
- **Authoring compelling proposals** that connected mission to market opportunities.

### LEARNING DESIGN EXPERT

*RNW Media - Netherlands  
2023-2024*

- **Design, develop & facilitate** accessible and inclusive learner-centred experiences, curricula and materials.
- **Collaborate** with experts and stakeholders to align programs with objectives.
- **Use & evaluate** the effectiveness of LMS and EdTech tools to deliver and track learning.
- **Manage** time, budgets, and resources in learning projects.
- **Stay up-to-date with trends** in learning design and emerging technologies.
- **Support** learners in their learning experience

### TRAINER COORDINATOR

*RNW Media - Netherlands  
2022-2023*

- **Support** trainers in instructional design skills (Training of trainers)
- **Manage** the recruitment, scheduling, and performance of trainers.
- **Coordinate** training programs, logistics, and delivery.
- **Facilitate** communication and collaboration with stakeholders and trainers.
- **Track** training progress, manage records, and ensure compliance.

## Contact

- [Email](#)
- [LinkedIn](#)

Residing in: Netherlands

Nationality: Mexican & Spanish

## PROFESSIONAL SKILLS

- MS Office
- CRM Management
- LMS: Canvas, Moodle, Articulate 360, SCROM, xAPI
- Adobe: Premiere
- WCAG2

## MY PHILOSOPHY

*I believe the most impactful work is joyful and collective. I strive to bring intention to my actions and am driven by a spirit of generosity, openness, and curiosity. For me, a team's success is a shared success, and I am committed to fostering a sense of purpose and belonging in every endeavor.*



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## Professional experience - consultancy

### CURRICULUM DESIGN & TEACHING

- Dalhousie University Canada 2025* • **Analyse** Bachelors courses (2) identify instructional challenges, design effective solutions, and support the implementation of improvements.
- Gerrit Rietveld University - Netherlands 2020* • Developed and led an educational process in the **Jewelry-Linking Bodies** department; a one-month intensive course on **Artistic Research**, with a focus on performativity and a process-based approach.
  - As **part of the programme Hydrofemism**, facilitated a practical artistic research course that culminated in a successful exhibition at the **Stedelijk Museum** in Amsterdam.
- Secretaria de Educación Publica (SEP) - Mexico 2017* • **Designed** and implemented the "Bailando ven-seremos" curricular program for public middle schools in Mexico City.
  - Using **cooperation and collective decision making** this curriculum focused on agency and improving social relations for the entire learning community.
  - Training of Trainers** 120 teachers across more than 60 public schools, equipping educators to integrate cooperation and creativity into their pedagogy.

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## PERSONAL SKILLS

- Strategic and critical thinking
- Effective problem resolution
- Advanced emotional intelligence
- Active listening
- Collaborative teamwork
- Community building
- High organizational skills
- Attention to detail
- Proactive care and attention

## LANGUAGES

- Spanish (Native)
- English (Native)
- Dutch (Intermediate)

## COURSES

- **Blended 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 Deseanres, UNAM, 2022.

## Education

### UOC

Catalunya

#### Master in Education (2025-2026)

- Instructional Design - E-learning & EdTech focused
- Design, teaching, and management of educational programs
- Development of pedagogical content and assessment

### ARTEZ UNIVERSITY

Netherlands

#### Certificate of Master in Arts (2018- 2022)

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

### UNIVERSIDAD IBERO AMERICANA

Mexico

#### Certificate of Bachelors in Art History (2013 - 2017)

- Bachelor's Degree in Art History - specialty Latin American Art History
- Management of archives, musuems and community research projects
- Academic writing and historical research

### UAQ

Mexico

#### 5 semesters of Latin American History (2011 - 2013)

- Bachelor courses in Latin American History
- Socio-political research for community oriented projects
- Academic research