Belén Cota

Instructional Designer | Learning Experiences Design | Educational Technology

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Instructional Designer and Sociologist with 12+ years of experience designing human-centered learning experiences across K-12, corporate, and community settings, with a recurring focus on workplace and human wellbeing. Skilled in training needs analysis, curriculum and eLearning design, gamification, and workshop facilitation for diverse audiences. Proven ability to manage multiple projects simultaneously, collaborate cross-functionally, and use learner feedback and data to continuously improve engagement and outcomes. Fluent in English (C1) and Spanish (native).

CORE SKILLS

LEARNING & INSTRUCTIONAL DESIGN:

Instructional Design (ADDIE) · Learning Experience Design · Curriculum Design · eLearning Development · Gamification · Microlearning
Scenario-Based Learning · Adult Learning Principles · Storyboarding · Templates & Standardization

RESEARCH & EVALUATION:

Training Needs Analysis · Needs Assessment · Qualitative & Quantitative Research · Survey Design
Learning Evaluation & Iteration

FACILITATION AND TRAINING:

Workshop Facilitation · Teacher & Trainer Training · Virtual and In-Person Delivery

PROJECT & STAKEHOLDER MANAGEMENT:

Multi-project Management · Cross-Functional Collaboration · Stakeholder Management · Change Management · Wellbeing

TOOLS:

Moodle · Canvas · Khan Academy · Class Dojo | Miro · Google Workspace · Microsoft 365 · Notion · Trello · Asana · Monday |
Zoom · Discord · Teams · Meet| Genially · Articulate · Canva · H5P | Adobe Premiere · DaVinci · Filmora | AI for Instructional Design

WORK EXPERIENCE

GUCO Learning Lab | Mar 2021 – Present **| Instructional Designer & Founder**

- I've managed multiple concurrent projects for more than 60 people; design and develop eLearning modules, gamified content, and interactive learning tools tailored to diverse stakeholders' needs; learners and business objectives.
- Create customized organizational and corporate training programs for hybrid teams, strengthening collaboration, wellbeing, and soft-skill development.
- Deliver personalized instruction (A1 - C1) leveraging LMS platforms to guide and support learner progress.

Sarape Social | Jul 2026 – Oct 2026 **| Instructional Designer**

- Instructional design of training content and materials of 10 standardized programs for the learning platform of a financial-sector client, within social impact projects. Proposed and developed standardized templates, approved by the team.
- Collaborated with a multidisciplinary team and took part in hiring a new instructional designer.

ProSociedad **|** May 2021 – May 2023 **| Learning & Organizational Development Consultant**

- Conducted needs assessments across 45 communities in Guanajuato, Jalisco, and Michoacán, supporting the professional development of 400+ educators and administrative staff.
- Co-designed and facilitated leadership, project management, and organizational programs tailored to community needs.
- Developed interactive workshops, scenario-based learning exercises, and instructional materials to support knowledge transfer and retention, as well as training workshops on digital tools and technology.
- Synthesized participant feedback to continuously refine learning materials and facilitation strategies; aligned projects with the UN SDGs / Agenda 2030.

Colegio Guadalajara Sagrado Corazón| Nov 2014 – Sep 2021 **| Teacher and Curriculum Development**

- Co-designed and launched a bilingual preschool immersion program, achieving an 80% success rate in students' transition to elementary-level proficiency.
- Designed instructional content for Civics, Ethics, and Citizenship courses; coordinated a Human Rights education campaign in partnership with 6 NGOs.
- Designed and facilitated wellbeing, mental health and Digital Tools workshops for staff and students on conflict resolution, burnout prevention, and coping strategies during the COVID-19 transition to virtual learning.

TECHO| Nov 2010 – Sept. 2019 **| Volunteer Training & Development Coordinator**

- Designed and facilitated training and workshops for multidisciplinary teams of 20 -60 volunteers, strengthening onboarding and capacity-building.
- Conducted community-based research (surveys, interviews, observation) to inform training content and organizational strategy.
- Member, TECHO Jalisco Advisory Board - contributes to strategic and organizational decision-making (ongoing)

Universidad de Guadalajara **|** Aug. 2016 – Sept. 2019 **| Research Assistant**

- Supported interdisciplinary research projects through literature reviews, qualitative and quantitative data organization, and research synthesis
- Assisted with qualitative analysis by identifying themes, coding data, and organizing research findings.
- Collaborated with the university editorial team in reviewing and preparing academic articles for publications.

EDUCATION

Master's in Innovation Development and Leadership | Expected 2028

Bachelor's degree in Sociology | University of Guadalajara, Mexico, 2019

English Communication Course | Canadian College, Vancouver, CAN. 2010

LANGUAGES

English

C1 – Oxford Certificate
C1 – CENNI Certificate
620 – TOEFL ITP

Spanish

Native Language

PROFESSIONAL DEVELOPMENT

Creating and Implementing Online Courses | U.S. Embassy-August 2026

Hybrid Learning Planning and Assessment | CCHEP - March 2026

Professional Development of Teacher Trainers | U.S. Embassy, June 2023

Foundations of Project Management | Google Coursera, March 2023

RESEARCH & PRESENTATIONS

Exploratory analysis of wealth and Social Inequalities from the perspective of Upper Classes
University of Guadalajara (UDG), 2025

Social Representations of Wealth and Social Inequalities
National Autonomous University of Mexico (UNAM), 2022

(De)humanization in Cases of Forced Disappearance *(Co-author)*
National Autonomous University of Mexico (UNAM), 2022
University of Costa Rica (UCR), 2019