

Juli James

<https://julijames.com>

PROFESSIONAL SUMMARY

Instructional design leader and educational technologist with over 15 years of experience spanning higher education, health sciences, entrepreneurial training, and ed-tech innovation. Currently driving learning design, quality assurance, and microcredential development at the University of North Texas Health at Fort Worth as a key member of the Division of Academic Innovation, a team recently recognized by TxDLA for Outstanding Commitment to Quality and Innovation in Digital Learning. Brings a unique blend of academic rigor, project management discipline, and entrepreneurial initiative to the design and delivery of learning experiences that serve academic, professional, and community learners. Co-founded two ed-tech companies, secured Knight Foundation and AT&T Aspire Accelerator support, and has published peer-reviewed research on innovative approaches to learning. Passionate about building high-performing teams and developing systems that connect learning design to institutional impact.

CORE COMPETENCIES

Learning Design Leadership	Educational Technology Administration
Team Development & Coaching	Curriculum Development & Assessment
Microcredential & Non-Credit Program Design	Online, Hybrid & F2F Course Design Innovation & Applied Learning
Quality Matters (QM) Review & Standards	Evidence-Based Instructional Design
Faculty Development & Support	Continuing Education & Compliance
Digital Accessibility (WCAG/Section 508)	Strategic Planning & Program Growth
Project & Portfolio Management	Stakeholder & Community Engagement
Cross-functional Collaboration	

Technologies: Canvas LMS, Articulate 360 (Rise, Storyline), Adobe Creative Suite, HTML/CSS/JS, ClickUp, MS Office 365, Zoom Workspace

AI Fluency: Claude, ChatGPT, AI-powered curriculum design, prompt engineering for education

PROFESSIONAL EXPERIENCE

University of North Texas Health at Fort Worth

Instructional Designer | Nov 2024 – Present

Division of Academic Innovation

- Design and develop online courses across microcredential, academic credit, and continuing education programs for a health sciences university serving approximately 5,100 unique learners across 40,000+ enrollments annually.
- Conduct Quality Matters reviews and re-reviews of online courses, applying the QM Rubric to ensure alignment with institutional standards for course design excellence.

- Contribute to the design and development of non-credit microcredential programs, including leading the development of the Forensic Nursing microcredential.
- Provide instructional design leadership for grant-funded initiatives, including HRSA-supported health education programs requiring evidence-based intervention design and Canvas course development.
- Collaborate with clinical faculty, subject matter experts, and cross-functional teams across the division to implement backward design, adult learning principles, and accessibility standards.
- Manage a portfolio of concurrent course development projects using structured project management workflows, ensuring on-time, review-ready delivery.
- Support faculty development in teaching and learning, including guidance on instructional technology, course design best practices, and QM alignment.
- Coordinate with Continuing Education and Assessment to ensure compliance with CE accreditation standards and certification readiness.
- Contribute to a division recognized by TxDLA for "Outstanding Commitment to Quality and Innovation in Digital Learning by an Organization."

EQALL Business Solutions

Lead Curriculum Developer (Contract) | Aug 2024 – Dec 2025

- Lead curriculum design and development for entrepreneur education programs serving early-stage and underserved founders.
- Created interactive, self-paced learning experiences using Learn Worlds LMS and AI-powered tools that emphasize applied learning, innovation, and digital fluency.
- Aligned program outcomes with ecosystem priorities, funder expectations, and learner needs.

Tarrant County College, NE Campus

Adjunct Faculty, Department of Speech Communication | Aug 2024 – Dec 2025

- Taught Public Speaking courses to dual-credit and traditional college students.
- Designed and delivered content supporting audience analysis, message organization, and delivery techniques using culturally responsive teaching methods.

Stoke Coworking

Consultant, Associate Director for Entrepreneur Education & Programs | 2022 – 2025

- Designed and facilitated entrepreneurial education programs, incubators, and pitch competitions reaching early-stage and growth-oriented founders.
- Directed the AccelerateHER Woman-Owned Business Incubator, expanding mentorship, networking, and curriculum supports.
- Led curriculum and coaching for the Denton Pitch Competition, including pitch deck development and presentation coaching.
- Built community partnerships to position Stoke as a regional leader in entrepreneurial ecosystem development.

University of North Texas, Mayborn School of Journalism

Senior Lecturer (Applied Design + Game Design) | 2015 – 2022

- Developed and launched the Media Entrepreneurship & Innovation certificate program, integrating cross-disciplinary approaches to digital innovation.
- Created and taught courses in applied design, web design, and game design, aligning content with industry standards and career readiness.
- Co-designed "Health Care America," a learning game improving health insurance literacy, with results published in JMIR Serious Games.
- Mentored students in entrepreneurship, design, and innovation, preparing them for industry roles.
- Brought the first Journalism School Hackathon to UNT.

Center for Games & Impact, Arizona State University

Senior Initiative Coordinator | 2012 – 2015

- Designed and launched the Story Builder Game Design tool, an interactive platform for narrative game creation.
- Secured a Knight Foundation Prototype Fund grant to develop an interactive storytelling platform for journalists.
- Led cross-disciplinary teams in developing innovative educational programs and game-based learning initiatives.
- Mentored students in media communications, web development, and social media strategies.

ASU New College

Faculty Associate, School of Social & Behavioral Sciences | 2013 – 2015

- Instructed courses in media and politics, sociology of mass communication, and news games.
- Designed and managed online course content for accessible, comprehensive learning experiences.

Arizona-Mexico Commission

Public Information Officer | 2006 – 2008

- Led public information initiatives and strategic communication planning.
- Designed and delivered professional training in media relations, nonprofit branding, public speaking, and crisis communications.

U.S. Army

Broadcast Specialist, U.S. European Command | 1997 – 2000

- Produced and managed broadcast content for the U.S. European Command.
- Operated advanced broadcasting equipment with adherence to military communication standards.

ENTREPRENEURSHIP EXPERIENCE

Playable Media LLC

Co-founder, Director | 2016 – 2022

- Developed interactive educational games and tools, beginning with a Knight Foundation-funded prototype, later pivoted to the education market.
- Managed product development, instructional design, and company strategy.

Wildcards.io

Co-founder | 2019 – 2020

- Selected for the AT&T Aspire Accelerator for an ed-tech learning platform.
- Directed brand, marketing, and product development strategy.

EDUCATION

M.A. Communication Studies — Arizona State University, 2010

B.A. Journalism & Mass Communications — Arizona State University, 2005

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Digital Accessibility Certificate, Texas Digital Learning Association (2025)
- Quality Matters Peer Reviewer Course (2025)
- The Power of Play: Reimagining Higher Education in the Age of AI, EDUCAUSE (2025)
- Claude 101, Claude Cowork, AI Fluency for Educators, Anthropic (2025)
- Applying the QM Rubric, Quality Matters (2024)
- AT&T Aspire Ed Tech Accelerator (2019)
- CLEAR Online Course Development Training, UNT (2019)
- Headliners Foundation of Texas Awardee, Poynter Institute (2019)
- Faculty Fellowship, Future Today Institute (2018)
- Faculty Fellowship, Scripps Howard Journalism Entrepreneurship Institute (2018)
- Knight Foundation Prototype Fund Awardee (2015)

PUBLICATIONS

- Nisbett, G. S., Paul, N., & James, J. (2021). When Learning is Play: Using Video Games to Educate Gen Z in the Classroom. In R. Robinson (Ed.), *Communication Instruction in the Generation Z Classroom* (pp. 103-114). London: Lexington Books.
- James, J., Hill, R., Ingram-Goble, A. (2017). Publish Mobile Narrative Games with the Playable Media Story Builder (vol. 6, pp. 433-436). Pittsburgh, PA: Carnegie Mellon University: ETC Press.
- Champlin, S., & James, J. (2017). Breaking health insurance knowledge barriers through games: A pilot test of Healthcare America. *JMIR Serious Games*, 5(4).
- James, J. (2017). Newsgames — Journalism Innovation through Game Design. *American Journalism*, 34(3), 379-383.

- James, J., Hill, R., & Ingram-Goble, A. (2015). Playable Media: Story Builder. Carnegie Mellon University, ETC Press.

SERVICE & AFFILIATIONS

- Texas Digital Learning Association (2025)
- EDUCAUSE (2025)
- Paper Reviewer, AEJMC Annual Conference (2024)
- UNT Mayborn School of Journalism, Curriculum Committee (2015–2021)
- Grant Reviewer, TWU Center for Women Entrepreneurs (2023–Present)
- Professional Mentor, IncubatorEDU at Guyer High School (2022–Present)
- Community Mentor, Stoke Denton (2017–Present)