GABRIELLE HEARD

CV

Ontario, Canada | 743-643-0570 | gabsimheard@gmail.com | https://www.plainlanguageeducation.com/

EDUCATION

E.D. in Educational Research (Curriculum and Learning) — June 2023 - Present
University of Calgary
Calgary, Alberta, Canada

Master of Arts (MA) Curriculum and Educational Technology — Aug 2019 - May 2021
Ball State University
Muncie, Indiana, United States

Master of Fine Arts (MFA) in Studio Art — Aug 2016 - Jun 2018
University at Buffalo (SUNY)
Buffalo, New York, United States

Bachelor of Arts in Studio Art — Aug 2013 - May 2016
Hollins University
Roanoke, Virginia, United States

PROFESSIONAL EXPERIENCES

Instructional Designer-Accessibility — Oct 2025- Current
McGraw Hill Inc.
Remote, United States

- Enhances existing digital learning materials by including alt text, long descriptions, color-adjusted images, and tagged PDFs that meet WCAG expectations.
- Evaluates textbooks, eBooks, maps, and digital assets for accuracy, learning objective alignment, and equitable user experience.
- Partners with UX, product, and academic design teams to improve digital content quality, troubleshoot accessibility barriers, and strengthen workflow practices.

Manager of Instructional Design — April 2023 - July 2025
Anderson College of Health, Business, and Technology
Toronto, Ontario, Canada

- Created instructional design plans by auditing existing materials, mapping objectives to current content, coordinating SMEs and designers, researching new e- learning tools and methods, and addressing known learning gaps and accessibility needs.
- Established assessment plans and content standards and coached designers and subject matter experts to produce interactive modules, videos, and guides that aligned to them.
- Built reusable templates, storyboards, and production review checkpoints that raised content quality, shortened build time, and reduced rework.

Instructional Designer — Jan 2022 - April 2023
Anderson College of Business, Health, and Technology
Toronto, Ontario, Canada

- Utilized learning methods to produce course materials
- Implemented educational technology practices to D2L Brightspace Curses
- Created interactive video tutorials with tools such as VYOND and H5P

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PROFESSIONAL EXPERIENCES (CONTINUED)

Communications and Learning Technologies Support Nov 2021 - Apr 2022

Queens University | Faculty of Education

Kingston, Ontario, Canada

- Developed and implements new learning technology tools
- Troubleshooted Brightspace D2L errors and provides technical feedback
- Designed and facilitates educational events

Educational Technology Fellow Jul 2021 - Dec 2022

Curriculum Associates

Boston, Massachusetts, United States

- Collaborated with Account Specialists, Operations Teams, and Creative Teams to service K-12 learning assessment accounts
- Provided technical support to onboard K-12 students, establishes district accounts, and troubleshoots post setup errors
- Researched and archived photography for i-Ready materials that promotes Diversity, Equity, and Inclusion (DEI) methods

Digital Media Instructor (TA Program)

University at Buffalo (SUNY) Aug 2016 - Jun 2018

Buffalo, New York, United States

- Instructed undergraduate students on photographic and digital concepts, techniques, and elements
- Introduced software programs such as Adobe Illustrator, Adobe Photoshop, and Processing
- Responsible for preparing lectures, leading practice workshops, and leading class critiques

CONFERENCE PRESENTATIONS

Heard, G. (2025, January). *Guess the image: A workshop in interpersonal communication and cultural competence* [Workshop]. 23rd Annual Hawaii International Conference on Education, Honolulu, HI, United States.

Heard, G. (2025, January). *How digital gamification can build intrinsic motivation for secondary school learners: A literature review* [Conference paper]. 23rd Annual Hawaii International Conference on Education, Honolulu, HI, United States.

Heard, G. (2024, July). *How digital instructional design practices can help non-traditional adult learners pursue higher education* [Conference presentation]. Tapestries Conference, University of Calgary, Online.

Heard, G. (2024, June). *How digital gamification can empower secondary school leavers* [Conference paper]. Canadian Association for the Study of Adult Education Conference, Concordia University, Montréal, QC, Canada.

Heard, G. (2024, March). *Emerging technology for cultural competency* [Conference presentation]. Seventeenth International Conference on eLearning and Innovative Applications: People, Education, and Technology for a Sustainable Future, Valencia, Spain.

Heard, G. & Wilson, A. (2026, January 7). Exploring Bias In Teacher Education: Hands-On Tools For Reflective Practice (Workshop). Workshop presented at the 24th Annual Hawaii International Conference on Education, Honolulu, Hawaii.

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Heard, G. & Wilson, A. (2026, January 4). Transforming Adult Learning: Addressing Hidden Curriculum Through Gamified Online Education (Workshop). Workshop presented at the 11th IAFOR International Conference on Education, Honolulu, Hawaii.

Heard, G. (2026, April 18). Teacher Development in a Polarized United States: Exploring Rural and Urban Responses to AI-Based Intercultural Simulations (Paper). Paper presented the 8th International Conference on Computer Science and Technologies in Education, Wuhan, China.

PUBLICATIONS

Heard, G. (2023). The impacts of interactivity and engagement for the digital learner. *International Journal of Designs for Learning, 14*(1), 106–111. https://doi.org/10.14434/ijdl.v14i1.35231

Heard, G. (2024). How digital gamification can empower secondary school leavers. In Dobrich, E. (Ed.), *2024 Annual Conference of the Canadian Association for the Study of Adult Education (CASAE)* (pp. 175–182). The Canadian Journal for the Study of Adult Education.

Heard, G., & Wilson, A. (in press). Guess the image: An interactive strategy for fostering peer interaction and cultural awareness. In K. Magro (Ed.), *The Emerald handbook for teaching global competencies: Practical applications inside and outside the classroom.* Emerald Publishing.

TALKS

Heard, G. (2024, March 28). *Online media education after COVID-19: Utopia or dystopia* [Invited panel]. Times School of New Media, Bennett University, & Higher School of Economics, St. Petersburg, Russia.

Heard, G. (2022, July). *Designing for the learner: Demystifying technology and empowering faculty and end users* [Conference presentation]. D2L Fusion On Demand (virtual).

SCHOLARSHIPS & AWARDS

Heard, G. (2024, March 8). Awarded the *Emerging Scholar Award* for the Seventeenth International Conference on eLearning & Innovative Conferences: People, Education, and Technology for a Sustainable Future. Valencia, Spain.

Heard, G. (2016–2018). Awarded the *Arthur Schomburg Fellowship Award*. University at Buffalo (State University of New York), Buffalo, NY, United States.

Heard, G. (2025, November 11). Awarded the IAFOR Scholarship for the 11th IAFOR International Conference on Education. Honolulu, Hawaii

RESEARCH INTERESTS

Transformative Learning, Hidden curriculum, Educational shame, Trauma-informed design, Digital gamification, Intrinsic motivation, Intercultural competence, Adult Education