Jonathan Iker Zamarripa

Senior Learning Experience Designer

Learning strategy · AI-enabled learning · Product & technology enablement

jonathanzamarripa.com · LinkedIn · jonathan.zamarripa@gmail.com

Learning experience designer and AI learning strategist working across enterprise technology, hospitality, and education. I translate complex systems and performance challenges into onboarding, scenario-based learning, interactive simulations, and practical support. My practice connects learning science, accessible design, cinematic storytelling, and AI-assisted production—from stakeholder discovery through prototype, review, and delivery.

PROFESSIONAL EXPERIENCE

Jon Iker Zamarripa Independent Consulting

Learning Experience Designer & AI Learning Strategist | Jul 2024–Present

- Design client learning experiences for onboarding, product education, technology adoption, and professional development, alongside self-directed research and prototyping.
- Build scenario-based learning, interactive simulations, and performance-support resources using Articulate 360, Figma, and AI-enabled multimedia workflows, incorporating accessibility, usability, and adult learning principles.

IHG Hotels & Resorts

Creative Content Specialist | Sep 2025–Jul 2026

- Translated complex hotel systems, product updates, and operational workflows into accessible digital learning and performance support for global Product & Technology enablement.
- Created HotelKey walkthroughs, reporting demonstrations, explainer videos, release communications, and step-by-step guidance with product managers and subject matter experts.
- Applied AI-assisted scripting, voiceover, and multimedia production; supported multilingual video, including Mandarin-language content, and standardized intake, review, and delivery workflows.

Cox Enterprises

Learning Experience Designer | Feb 2025–Sep 2025

- Designed enterprise learning for leadership development, learning-technology adoption, and performance enablement, partnering with cross-functional stakeholders and subject matter experts.
- Supported Workday Learn implementation through learning resources, launch communications, and enablement content; built interactive and blended learning using Storyline and Rise.
- Applied generative AI and multimedia workflows to creative iteration; developed executive-facing resources, vendor evaluations, and decision-support materials for learning operations.

PROFESSIONAL EXPERIENCE · CONTINUED

Atlanta International School

Instructional Designer & EdTech Integration Specialist | Jul 2019–Apr 2024

- Designed and facilitated faculty development, onboarding, workshops, and blended learning supporting 1,000+ faculty and staff participants; supported institution-wide Canvas LMS integration.
- Led STEAM innovation integrating robotics, Python, Raspberry Pi, and project-based learning; coordinated a 40-student innovation cohort.
- Managed approximately $85K in innovation and student-project resources within a $100K program budget, aligning technology implementation with institutional learning goals.

Charles R. Drew Charter School

K-5 Robotics Instructor | Jul 2011–Jul 2019

- Designed and facilitated STEAM and project-based learning, using scaffolding, differentiated support, and authentic challenges to develop collaboration, confidence, and problem-solving skills.

Earlier service

AmeriCorps Service Member · Outward Bound Atlanta, Aug 2010–Jun 2011; Georgia State University, Jul 2009–Jun 2010.

SELECTED INDEPENDENT WORK · 2026

Marcus, Live — Independent AI leadership-practice pilot using Tavus, with research, reflection, and an evaluation roadmap; learning effects remain unevaluated.

The First Sentence — Independent branching simulation for new supervisors, integrating consequential choices, peer coaching, and conversation practice.

Drafted by AI. Sent by You. — Candidate work sample for AI-invoicing readiness, customer judgment, and prototyping; not commissioned or deployed by Intuit.

Cinematic Learning Systems — Newsletter on film craft, learning design, and emerging technology.

EDUCATION & CERTIFICATIONS

Master of Education, Learning Design and Technology — Arizona State University, 2023.
Bachelor of Arts, Journalism / Public Relations & Film & Video — Georgia State University, 2009.
Certifications: PD – Robotics Educator Certificate; CS-STEM Certification.

CAPABILITIES & TOOLS

Tools: Articulate Storyline 360, Rise 360, Canvas LMS, Workday Learn, Figma, Premiere Pro, After Effects, Camtasia, Claude, and ChatGPT.
Practice: Needs assessment, instructional design, learning strategy, scenario-based learning, product enablement, and performance support.
Languages: Spanish (native/bilingual); French (elementary).