

Jonathan Iker Zamarripa

Learning Experience Strategist · Filmmaker · AI-Native Producer

Atlanta, GA

ABOUT

Most organizations hire three different people for what I do in one pipeline — the instructional designer who knows how adults actually learn, the filmmaker who knows how to hold attention, and the AI-native producer who ships in days, not months. I've spent 16 years building all three into one practice.

I have a B.A. in Journalism with a Film & Video concentration and an M.Ed. in Instructional Design & Technology, and I use both every day — writing, shooting, and editing video the way a filmmaker would, then applying learning science to make sure it actually changes what people do, not just what they watch. Over the last few years I've layered in a fast, AI-assisted production pipeline, which means I can take a project from concept to finished, polished asset in a fraction of the time a traditional team would need.

I'm based in Atlanta, GA, and I write **Cinematic Learning Systems**, a newsletter on the intersection of film craft and learning design.

CAREER HIGHLIGHTS

- **40% faster content development** — built and shipped an AI-assisted production pipeline at Cox Enterprises, adopted team-wide
- **98% adoption in Q1** — directed a systems onboarding launch (Workday Learn) through training, communications, and change management
- **Designed a bespoke enterprise escape room** — a fully custom, narrative-driven learning experience for VP/SVP audiences
- **95% adoption, 4.9/5 satisfaction** — led a full organization-wide LMS migration from the ground up
- **Founded a digital learning function from zero** — instructional design, systems, and content, built without a playbook
- **16 years** across corporate learning strategy, instructional design, and film/video production

CAREER OVERVIEW

Learning Experience Strategy — Enterprise Technology

Most recently, I've worked inside large, matrixed organizations — consulting directly with Product, Engineering, UX, and Cybersecurity stakeholders to turn business priorities into learning solutions

people actually use. This work spans needs analysis, content governance, and AI-assisted production, always measured against real adoption and business impact rather than completion rates alone.

Learning Experience Design — Enterprise Leadership Development

I've directed large-scale systems onboarding launches, built vendor and tool evaluation frameworks from scratch, and designed executive-level learning experiences — including a fully custom enterprise escape room built for VP/SVP audiences. I also build the executive dashboards that prove the work mattered: adoption metrics, engagement data, and business impact tied directly to the learning investment.

Instructional Design & EdTech Strategy — Education

Earlier in my career, I founded an entire digital learning function from the ground up at an international school — instructional design, systems, and data, with no existing playbook to follow. I led a full learning management system migration across the organization, ran needs assessments that directly informed curriculum redesign, and built the analytics infrastructure to measure whether any of it was working.

Classroom & Program Leadership — K-12 STEAM

Before moving into enterprise learning design, I spent eight years teaching STEAM and leading a robotics program, coaching a team to a regional championship and securing over \$20,000 in program funding along the way. That foundation — understanding how people actually learn, not just how content is delivered — still shapes everything I build today.

SKILLS & TOOLS

Instructional Design & Strategy: Needs assessment, curriculum design, learning strategy, change management, adoption measurement

Video & Visual Production: Adobe Premiere Pro, After Effects, Camtasia, motion graphics, brand and visual identity design

AI-Native Production: Claude, ChatGPT, Copilot, Gemini, Synthesia, ElevenLabs, Dream Machine

Learning Systems: Workday Learn, Canvas LMS, Articulate Storyline/360, SCORM/xAPI

Languages: Spanish (native/bilingual), French (elementary)

EDUCATION & CERTIFICATIONS

M.Ed., Instructional Design & Technology — Arizona State University, 2023 · Summa Cum Laude

B.A., Journalism (Film & Video) — Georgia State University, 2009

Certified Instructional Designer (CID) · Advanced Articulate Storyline Certification · Designing Learning Certificate (ATD)

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