

# kelly whelan heuer

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## profile

I'm a curricular designer and strategist with more than ten years of experience in higher education.

I've taught traditional lecture courses and facilitated experimental workshops, consulted with partners across and outside of higher education on large-scale curricular improvements, and designed and iterated the learner experience for a ten-week massive open online course that's served tens of thousands of students.

As a course strategist at 2U, I work with faculty to create powerful learning experiences for a new cohort of remote, adult, and working learners.

## selected professional experience

OCT 2017 - PRESENT

### Course Strategist / 2U

Work with faculty around the country to bring graduate degree programs online by developing course and program learning goals and designing the strategic roadmap to digital implementation.

JUN 2017 - OCT 2017

### Head of Curricular and Visual Design / Kennedy Institute of Ethics

Led development of initiatives on novel curricula and experimental pedagogies. Developed learning experiences in Ethics Lab, an innovation lab focused on moral problems I helped co-found at Georgetown in 2013, and consulted with partners across the university on enriching ethics curricula.

FEB 2014 - JUN 2017

### Director of Communications / Kennedy Institute of Ethics

Oversaw fourfold growth in audience across social media channels, designed and launched multiple digital properties, implemented yearlong brand unification campaign, directed multi-year communications strategy based on storytelling and powerful visual design that exceeded increased donor engagement and educational enrollment goals. Managed \$75K marketing and communications budget year-over-year, and led multiple cross-functional teams of external vendors, student workers, and employees.

MAY 2013 - FEB 2014

### Postdoctoral Fellow for Instructional Design / Georgetown University

Coordinated the curricular development and led the digital and interaction design for Georgetown's flagship MOOC in bioethics on the edX platform. Designed and implemented multi-platform course communications strategy and managed live user experience for a cohort of over 25,000 students.

JAN 2013 - APR 2017

### Graphic & UX Designer / Mighty, LLC

Consulted on user experience design, visual design, and identity design for clients like National Geographic, the National Undergraduate Bioethics Conference, and local businesses and startups.

AUG 2007 - MAY 2013

### Instructor / Georgetown University

Designed, delivered, and assessed five courses as solo or co-instructor; served as teaching assistant for seven others across the university, including the Medical School, Business School, and School of Foreign Service.

## education

### Harvard University

2007: AB, Philosophy

—*phi beta kappa,*  
*magna cum laude*

### Georgetown University

2009: MA, Philosophy

2013: PhD, Philosophy

—*with distinction*

## tools

### LMS

Blackboard 

Canvas 

edX 

### WEB

HTML/CSS 

Wordpress 

Squarespace 

Zapier 

SEO 

### PM/AGILE

Google Apps 

MS Office 

Basecamp 

Highrise 

Trello 

Slack 

Box 

### A-V

Sketch 

Adobe Suite 

Omnigraffle 

Articulate 

### SOCIAL

Facebook 

Twitter 

Instagram 

Mailchimp 

Hootsuite 

Buffer 

### METHODS

Agile 

Scrum 

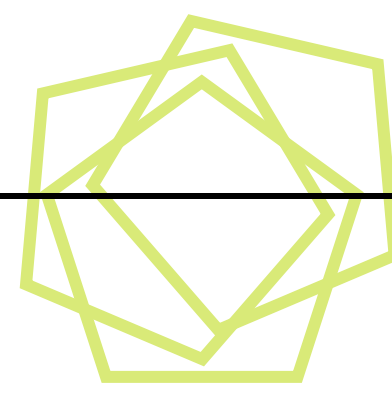
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### LANGUAGES

English 

Chinese (中文) 

Spanish 



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## *teaching experience*

### COURSES TAUGHT

#### Georgetown University

Religion and Democracy, Summer 2011 (*co-taught*)  
The Possibility of Morality, Spring 2011  
Kantian Constructivism, Fall 2010  
Environmental Ethics, Summer 2010

#### Georgetown McDonough School of Business

Data Ethics, Spring 2018 (*co-taught*)

### WORKSHOPS FACILITATED

#### Georgetown University

Serving Our Veteran and Military-Affiliated Students  
*Georgetown University, Summer 2017*

Rethinking the Professional Ethics Curriculum  
*Georgetown University School of Continuing Studies, Spring 2017*

Research Ethics for Clinical Professionals  
*Intensive Bioethics Course 41, 42; Summer 2015, 2016*

Toward the Responsible Inclusion of Pregnant Women in Medical Research  
*NIH-funded workshop, Kennedy Institute of Ethics; Fall 2014*

Introduction to Bioethics  
*Kent Place School (NJ) & Kennedy Institute of Ethics, Spring 2014*

### COURSE FELLOWSHIPS

#### Georgetown University

Introduction to Bioethics, *Massive Open Online Course, Spring–Summer 2014*  
Bioethics: Medical Error, *Maggie Little & Ann Pendleton-Jullian, Fall 2014*

### TEACHING ASSISTANTSHIPS

#### Georgetown University

Contemporary Moral Problems, *Judith Lichtenberg, Spring 2009*  
Self & Other, *Wilfried Ver Eecke, Fall 2008*  
The Beginnings of Philosophy, *Francis Ambrosio, Spring 2008*  
Utilitarianism & Its Rivals, *Steven Kuhn, Fall 2007*

#### Georgetown Medical School

Physician Role and Behavior, *Carol Taylor, Fall 2009*

#### Georgetown School of Foreign Service

Political & Social Thought, *Henry Richardson, Spring 2010*  
Political & Social Thought, *Judith Lichtenberg, Fall 2009*

## *academic awards*

#### Charlotte W. Newcombe Dissertation Completion Fellowship,

Woodrow Wilson Foundation,  
2012–2013

#### Andrew W. Mellon/ACLS Dissertation Completion Fellowship,

American College of Learned  
Societies, 2012–2013.\*

**Graduate Fellowship in Bioethics,**  
Kennedy Institute of Ethics, 2009–  
2010.

**Best Graduate Student Paper,**  
American Society for Bioethics and  
Humanities, 2009.

#### Political and Social Thought Fellowship,

Georgetown School of Foreign  
Service, 2009–2010.

#### Ann Marie Brown Memorial Scholarship,

Catholic Health Services of Long  
Island, 2008.

#### University Fellowship,

Georgetown University, 2007–  
2012.

**Phi Beta Kappa, Alpha Iota Chapter,**  
Harvard University, 2007.

#### Human Rights Research Fellowship,

Harvard Kennedy School of  
Government, 2006–2007.

#### Asia Center Grant,

Harvard University, 2006.\*

#### Edmund J. Safra Ethics Center Fellowship,

Harvard University, 2006.

#### Victor K. Fung Scholarship,

Harvard University, 2006–2007.

#### John Harvard Scholar,

Harvard University, 2004–2005.

**National Merit Scholar,** 2003.

**Presidential Scholar,** 2003.

\*declined in order to accept alternate award