

MATTHEW HAUPERT

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PORTFOLIO:
mjh-strategy.com

SUMMARY

Learning Experience Designer, Digital Content Producer, & Product/Project Leader with 13+ years of experience developing & scaling engaging learning solutions for live & virtual audiences. Proficient in eLearning authoring, video/audio production, & visual design.

SKILLS

Learning Experience Design | Project Based Learning, Understanding by Design; Adult learning theory: ADDIE & Kirkpatrick; Canvas
Digital Content Production | Articulate 360, Adobe Creative Suite, website design (WordPress/Elementor), Final Cut Pro, Logic Pro
Product/Project Leadership | End-to-end product launches, branding & marketing, financial management, UX, CRM

PROFESSIONAL EXPERIENCE

Sage Creek High School | *AP Seminar Program Lead, Yearbook Adviser, English Teacher* | Carlsbad, CA | 2021 - present

- Designed and facilitated site and district level professional development on innovative instructional practices
- Engineered ground-up launch of AP Seminar program, leveraging strategic recruitment to enroll 200+ students in first year
- Redesigned Yearbook program infrastructure to maximize efficiency, resulting in annual national recognition
- Managed \$100k+ annual Yearbook budget, generating consistent surplus and funding \$35k technology overhaul

Dadland Games | *Product & Marketing Lead (Co-Founder)* | Remote | 2025 - present

- Managed end-to-end launch of original tabletop game, driving \$10,000 revenue in first quarter of sales
- Designed game assets (Adobe Creative Suite), website (WordPress/Elementor), marketing materials
- Developed instructional assets including rulebook (Adobe InDesign), video, & interactive tutorial (Articulate)
- Led a national UX research initiative, conducting 100+ structured playtests to refine product mechanics before launch

Reach University | *Professor of Practice* | Remote | 2024 - present

- Designed & facilitated VILT graduate-level courses for M.A.T. candidates via digital platforms (synchronous & asynchronous)
- Leveraged ADDIE & Kirkpatrick models to successfully guide cohort of 30 intern teachers through California accreditation

High Tech High / Graduate School of Education | *Consultant & Educator* | San Diego, CA | 2017 - 2021

- **Consultancy:** Implemented multi-year cross-state partnership with Ulster County BOCES, designing & leading Project Based Learning training across a network of 100+ educators, administrators, and superintendents
- **Classroom:** Built partnerships with community organizations to develop semesterly public exhibitions of student learning
- **Coaching:** Provided 1-on-1 instructional coaching for intern teacher using Continuous Improvement model

ADDITIONAL EXPERIENCE

Teach For America | *Corps Member & Educator* | Los Angeles, CA | 2013 - 2015

Envision Academy | *English Teacher* | Oakland, CA | 2015 - 2017

PUC Community Charter Early College High School | *English & Theater Teacher* | Los Angeles, CA | 2013 - 2015

EDUCATION

Master of Arts in Urban Education — Policy and Administration | *Loyola Marymount University* | Los Angeles, CA | May 2015

Bachelor of Arts in English & Bachelor of Fine Arts in Theater/Acting | *Drake University* | Des Moines, IA | May 2013

HONORS & AWARDS

Teacher of the Year Nominee | *Sage Creek High School* | 2024

McGory Award for Innovative Alumni Leadership | *Teach for America* | 2020

Emerging Scholar | *Association of Teacher Educators* | 2017

Urban Education Student Researcher of the Year | *Loyola Marymount University* | 2015

Sue Lehmann Teaching & Learning Fellowship Nominee | *Teach For America* | 2015

CONFERENCE PRESENTATIONS/PROJECTS

Selected Conference Presentations on Innovative Instruction

- Deeper Learning Conference, 2019
- Association of Teachers of Education Conference, 2017
- International Conference on Learning, Teaching, and Student Success, 2016
- Hawaii International Conference on Education, 2015

Featured Project

- “Voices of Justice,” interdisciplinary PBL project, published in *Changing the Subject: Twenty Years of Projects at High Tech High*