

Joel Carda

Language Learning Product Strategy | ESL / CLDE | Curriculum | Swim In

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Profile

Language learning product strategist and educator with 30 years across bilingual elementary education, adult ESL, university ESL, high school multilingual learner support, curriculum leadership, online learning materials, story-based teaching, and educational technology. Proficient in seven languages, with self-taught immersion across Spanish, Portuguese, Japanese, Thai, Chinese, French, and English. I help turn language learning principles into experiences people can understand, use, remember, and come back to.

Learning Product Fit Strongest where learning theory has to become an actual experience: deciding what learners should do next, how support should appear, what makes practice worth repeating, and how product choices protect motivation.	Swim In Current language learning world where one chapter becomes a small world learners can read, hear, say, play with, sing, and talk inside, with native-language support, retrieval, and adaptive scaffolding keeping practice oriented.
Product Questions • What makes a learner want to come back tomorrow? • How can repetition feel alive instead of mechanical? • When should native-language support appear, and when should scaffolding fade?	Language Product Strength Stories, music, characters, conversation, retrieval, and careful scaffolding are central to how I think strong language products should work.

Languages

- Proficient in English, Spanish, Portuguese, Japanese, Thai, Chinese, and French.
- Self-taught immersion across languages keeps the work grounded in real learner experience: confusion, curiosity, memory, sound, identity, and confidence.
- Portuguese especially reinforced how songs and albums can make language slowly click into place through repeated listening and emotional connection.

Experience

2007-current

CLDE / ESL And Multilingual Learner Support - Arvada High School / Jeffco Public Schools

- Teach and support multilingual learners across CLDE / ESL, Spanish, PE, curriculum design, testing, scheduling, and school systems.
- Translate learner needs into practical supports for comprehension, academic language, confidence, and access.
- Work across classroom, curriculum, assessment, and implementation constraints.

Now

Swim In - Language Learning World

- Design a story- and music-centered language learning environment with recurring characters, reading, listening, speaking, chat, games, native-language support, and spaced retrieval.
- Use Swim In to test product decisions about meaning, memory, motivation, support, and real reasons to communicate.

2004-2007

ELLLO, Educational Technology, APU Senior Lecturer / Curriculum Developer

- Built and contributed to online listening and ESL learning materials through ELLLO.org.

- Served as Senior Lecturer / Curriculum Developer / Level Coordinator at Ritsumeikan Asia Pacific University (APU).
- Worked in curriculum leadership and educational technology contexts in Thailand and Japan.

2001-2004

Adult ESL, Temple TESOL, Elementary ESL

- Taught adult ESL at GABA, completed M.Ed. TESOL work through Temple University in Tokyo, and taught elementary ESL at Myojo Gakuen.

1998-2001

Elementary Bilingual Teacher - Catskill Ave. Elementary, Los Angeles

- Taught bilingual elementary learners and built early practical judgment about language, identity, comprehension, and classroom support.

Product And Learning Design Emphasis

My strongest professional story is that I have spent my career studying how language learning works in real lives, and Swim In is where that question has become something learners can use.

Meaning-Focused Input Stories, images, audio, and native-language support keep learners oriented before they are asked to analyze everything.	Meaning-Focused Output Speaking and chat practice give learners low-pressure chances to say something useful before harder performance.
Music And Memory Portuguese reinforced for me how songs and albums can make language slowly click into place through rhythm, emotion, and repeated listening.	Characters And Story Recurring characters create humor, suspense, relationships, and a reason to remember the language.
Technology Technology matters because it can make practice more responsive, more available, and more connected to meaning.	Research Continuity Paul Nation, the Four Strands, TPRS, comprehensible input, retrieval practice, scaffolding, music, and SLA research all inform the product work.

Education And Professional Development

- M.Ed. TESOL coursework through Temple University in Tokyo.
- TPRS University, TPRS Certified Expert, 2023-2024.
- Ongoing study and practice across language learning research, curriculum design, educational technology, and AI-supported practice.

Role Fit

Language learning product strategy	Learning experience design	Adaptive practice systems
Curriculum and teacher tools	Multilingual learner / CLDE strategy	Story-based language learning
Comprehensible input and output	Music, memory, and fluency	Qualitative learner insight