

Arizona Esthetics Institute

State-approved vocational curriculum for at-risk youth

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Founded a Trade School From Scratch

From curriculum design to state approval to facility build-out — a complete educational institution

State

APPROVED CURRICULUM

At-Risk

YOUTH FOCUS

District

PARTNERSHIPS

THE CHALLENGE

At-risk youth in Arizona lacked accessible pathways to stable careers. Traditional academic settings often failed them, but vocational opportunities were limited and disconnected from real employment outcomes.

- No local esthetics training programs
- At-risk youth falling through educational cracks
- Gap between education and employment
- Need for hands-on, practical learning

MY ROLE

- Designed state-approved esthetics curriculum
- Developed lesson plans, assessments, and instructional materials
- Negotiated partnerships with local school districts
- Managed student recruitment and enrolled initial classes
- Oversaw facility build-out, budgeting, and vendor management
- Ensured compliance with state licensing requirements

THE SOLUTION

I co-founded Arizona Esthetics Institute, designing and launching a complete vocational training program from the ground up:

- **State-approved curriculum** meeting Arizona licensing requirements
- **School district partnerships** for at-risk student referrals
- **Hands-on training model** balancing theory and practice
- **Career pathway** from enrollment to licensure to employment

CURRICULUM DESIGN APPROACH

- **Competency-based** — clear skills progression
- **State-aligned** — met all licensing requirements
- **Hands-on focus** — learn by doing, not just reading
- **Industry-connected** — real salon/spa practices
- **Supportive structure** — designed for learners who struggled elsewhere

Project Timeline

Phase 1

Phase 2

Phase 3

Phase 4

Curriculum Development
& State Approval

Facility Build-out
& Vendor Setup

District Partnerships
& Recruitment

Initial Classes
Enrolled & Launched

🎯 Mission-Driven Design

This wasn't just curriculum development — it was creating opportunity for young people who had been told they couldn't succeed. Every design decision was filtered through the question: "Will this help a struggling student gain confidence and skills?"

SKILLS DEMONSTRATED

Curriculum Development

Instructional Design

State Compliance

Partnership Development

Program Management

Facility Planning

Budget Management

Student Recruitment

Vocational Training

At-Risk Youth Education

KEY TAKEAWAYS

This experience taught me that instructional design isn't just about content — it's about understanding your learners, their barriers, and what they need to succeed. The most beautiful curriculum means nothing if students don't feel welcome, capable, and supported. This human-centered philosophy has shaped every training program I've designed since.

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