
HIGHLIGHTS OF QUALIFICATIONS

- Extensive experience in brand and interface design, organizing learning content, and implementing effective online training
- Well-organized and detail-oriented, with a proven capability to prioritize work and to complete multiple tasks in a timely and professional manner
- Highly motivated, with the ability to work independently or as part of a collaborative team
- Strong communication, interpersonal, and creative problem solving skills
- Continuously striving to improve eLearning course development with new technologies and learning techniques

EDUCATION

UNIVERSITY OF MISSOURI – Saint Louis, Missouri 2004-2006

Bachelor of Fine Arts

Graphic Design Studies

Graduation date: May 2006

Magna Cum Laude graduate honors

SAINT LOUIS COMMUNITY COLLEGE – Saint Louis, Missouri 2001-2003

Associate of Fine Arts

Graphic Design Studies

PROFESSIONAL EXPERIENCE

Staples, US Retail – Framingham, Massachusetts September 2016-April 2020

Instructional Designer and eLearning Developer

- Developed and designed online courses and software simulations for US Retail Print & Marketing Services
- Designed a brand identity for US Retail's L&D team, including a style guide, eLearning interface design, certificates, logos, templates, custom illustrations, etc.
- Designed and implemented an onboarding training program for Print & Marketing Services, including all eLearning, coaching guides, and student activity guides
- Developed a sensitive, high-profile course for Staples' new Brand Defining Stores
- Worked with HR and Talent Management to develop branding for recruitment of new employees
- Led the implementation of Articulate Rise, a mobile course development platform
- Worked directly with internal stakeholders and SMEs on content development
- Helped manage external Instructional Design vendors

National Renewable Energy Laboratory – Golden, Colorado (Contractor) July 2016-September 2016

Instructional Designer and eLearning Developer

- Developed and designed online courses for compliance training
- Adapted traditional classroom PowerPoint lectures into online training
- Implemented the first mobile training template and new training brand design
- Worked directly with internal stakeholders and SMEs on content development

JESSICA TWILBECK

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Emerson Network Power – Huntsville, Alabama

October 2009-April 2016

eLearning Developer and Multimedia Designer/Training Specialist

- Developed and designed online courses and software simulations for sales enablement training
- Adapted traditional classroom PowerPoint lectures into online training
- Incorporated custom illustrations, Flash, and HTML5 animations into online training
- Developed our company's first interactive, rotating product animations
- Led the implementation of mobile and HTML5 courses and assessments
- Worked directly with internal stakeholders and SMEs on content development
- Communicated complex concepts to a global, student audience with varying levels of experience
- Carried out specific tasks independently while aligning with our training department's strategic objectives
- Designed a brand identity for our training university, including a style guide, interface design, certificates, logos, templates, etc.
- Recorded audio/narration of online courses and instructional videos
- Trained, mentored, and supported other team members in using Captivate and the LMS

Ink Matter Design Studios – Huntsville, Alabama

October 2009-October 2013

Owner/Art Director and Designer

- Designed brochures, mailers, magazines, logos, brand identity, and web sites
- Communicated directly with clients, developers and print production stakeholders
- Supervised design projects from start to finish
- Managed quote proposals, research and development, print production and pricing, and client schedules and deadlines

The Barco Firm – Huntsville, Alabama

July 2007-September 2009

Art Director and Senior Graphic Designer

- Managed a team of graphic designers and web developers
- Communicated directly with clients, developers and print production stakeholders
- Designed brochures, mailers, magazines, logos, brand identity, trade show graphics and web sites
- Developed strong, unique solutions for print and web campaigns
- Supervised design projects from start to finish

Yellow Dog Productions – Saint Louis, Missouri

December 2006-May 2007

Senior Graphic Designer

- Designed posters, mailers, promotional pieces, logos and web pages
- Communicated directly with clients, developers and print production stakeholders
- Collaborated on marketing and promotional events/ideas
- Practiced creative writing and production skills

COMPUTER/SOFTWARE SKILLS

Articulate 360 Suite: Storyline, Rise, Review
Adobe Design Products: Photoshop, Illustrator, InDesign, Flash
Acrobat Pro
Adobe Captivate
Tumult Hype Pro – HTML5 animation software
Microsoft Office
Sum Total's Geo Learning – Learning Management System
Jive CMS platform
SharePoint
WebEx
Quark Xpress

AWARDS AND ACHIEVEMENTS

Emerson Network Power's Consider It Solved award – 2012
Emerson Network Power's ACE award – November 2010 and December 2010
2008 GD USA Magazine's award winner in web design

PROFESSIONAL DEVELOPMENT

Instructional Design Certification Training Participant Training Magazine	June 2015
Leading at Emerson Training Participant Nominated by Training Director	January 2015

REFERENCES

Yvette Josen, Learning & Development Manager

T (508) 253-4098

M (508) 683-9268

Amanda Cruz, Program Manager, Print & Marketing Services, Staples USR

M (978) 618-5107

Cara Thomas, Instructional Design and Learning Technologies Manager

Emerson Network Power

T (256) 261-6521

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Connie Vaughan, Director of Global Training

Emerson Network Power

T (256) 217-1271

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Christie Godfrey, Senior Instructional Designer

Emerson Network Power

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