JESSICA **TWILBECK**

Senior Instructional Designer | Learning Experience Designer

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PROFILE INFO

- 15 years of experience designing and developing engaging learning solutions, with deliverables such as eLearning, vILT/ILT, video, workshop activities, guides, job aids, and various graphic design-related assets
- 18 years of experience in graphic design, brand development, and user interface design
- Strong expertise in employee onboarding, leadership programs, sales enablement, and operational learning programs
- Adept at enhancing the holistic learning experience through new technologies, such as AI and VR elements, interactive online guides, and leveraging LMS/LXP features like chats and communities to boost engagement
- End-to-end ownership of instructional design and creative development processes (ADDIE model), which includes needs analysis, developing learning objectives, curriculum roadmaps, assessments, and SME collaboration

EXPERIENCE

December 2024 - Present
Zscaler | (Contractor/Remote Work)

Senior Learning Experience Designer (Revenue Enablement)

- Developed a Standard Operating Procedure (SOP) to ensure consistency in course localization and translation
- Designed a Partner Program certification training to drive effective engagement across Zscaler's 2,500+ channel network
- Developed a Federal Emerging Products playbook in collaboration with Public Sector stakeholders to streamline Sales navigation of market nuances and challenges
- Launched quarterly learning plans with key stakeholders to boost organizational readiness and knowledge transfer to Sales teams
- Delivered critical training to 3,000+ global Sales members and Partners at the annual SKO, enabling the execution of new product and sales strategies

December 2020 - October 2024
Suffolk Construction | Boston MA (Remote Work)

Senior Instructional Designer

- Designed and implemented comprehensive ILT, eLearning, and video-based training programs for software adoption, safety, and construction operations
- Led the development of a 6-week onboarding program, training over 800 employees and time to productivity from traditional 12 months to 6 months
- Created a 20-month instructor-led training academy, upskilling junior-level field employees 40% faster than the industry standard
- Produced over 50 engaging video-based learning with professional voiceover and in-house production
- Designed a cohesive brand identity for Learning & Development content, applied across LMS/LXP, course catalogs, and career guides
- Managed vendor relationships, project timelines, and cross-functional team collaboration to improve training strategies

SOFTWARE

- Camtasia video software
- Vyond animation software
- Canva
- Articulate 360 Suite: Storyline, Rise, Review
- Adobe Suite: Photoshop, Illustrator, InDesign
- Adobe Audition audio software
- Acrobat Pro
- Adobe Captivate
- Prezi
- Synthesia AI Video
- Microsoft Office Suite
- Various LMS and LXP

EDUCATION

University of Missouri – St. Louis
**Bachelor of Fine Arts
Graphic Design**

Magna Cum Laude

Saint Louis Community College
**Associate of Fine Arts
Graphic Design**

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EXPERIENCE

September 2016 - April 2020
Staples, US Retail | Framingham MA (Remote Work)
Instructional Designer and eLearning Developer

- Developed eLearning courses and software simulations, and designed a revamped onboarding program for Print & Marketing Services, cutting onboarding time by 10+ hours
- Led the adoption of Articulate Rise for mobile learning, aligning content creation with the latest digital trends
- Collaborated with HR and Talent Management on recruitment branding and training initiatives
- Designed brand identity materials for L&D, including style guides, course interfaces, and custom illustrations
- Mentored a team of Instructional Designers on adopting new learning software and utilizing updated course templates in alignment with brand standards

October 2009-April 2016
Emerson Network Power | Huntsville AL
eLearning Developer and Designer/Training Specialist

- Created online courses and product simulations for sales enablement, integrating custom Flash and HTML5 animations
- Led the transition to mobile learning, developing HTML5-based courses and assessments
- Designed a brand identity for the company's training university, streamlining the look and feel of all training materials
- Mentored team members in Captivate and LMS usage

AWARDS

- 2024 Gold Brandon Hall Award – Excellence in Learning & Development
- 2023 Gold Brandon Hall Award – Best Development Program for Frontline Leaders
- 2012 Emerson Network Power "Consider It Solved" Award
- 2010 Emerson Network Power's ACE award
- 2008 GD USA Magazine's Web Design Award

REFERENCES

David Shaffer
Zscaler
Sr. Manager, Learning and Experience Design

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Dan Collier
Suffolk Construction
Sr. Director of Talent and
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Learning and Development Manager

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