

# JESSICA E. BRINK

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## SUMMARY

- I am a detail-oriented senior instructional designer who has developed learner-centric training for highly regulated industries, including the financial sector, medical devices, and clinical research organizations.
- I excel at developing engaging content, including creating or sourcing graphics/visuals, for eLearning in Rise and Storyline and videos in Camtasia, Captivate, and Vyond. I have implemented learning solutions using Degreed, Whatfix, Saba, and SumTotal.
- My strengths include communication, project management, mentoring, data analysis, and rapid development. I am committed to timely, high-quality learning deliverables that keep the learner's success at the forefront.
- I value professional development and immerse myself in opportunities to learn new processes, technologies, and industries.

## PROFESSIONAL EXPERIENCE

**SR. INSTRUCTIONAL DESIGNER, Customer Learning & Development for Digital Products** 07/2022 – Present  
Intuitive Surgical – Sunnyvale CA (Remote)

- Spearhead the concurrent development and implementation of a diverse range of learning assets, including videos, job aids, eLearning modules, presentations, and reference guides, through collaboration with L&D team members, application developers, and business stakeholders, ensuring alignment across the business.
- Continuously analyze, develop, and refine instructional design processes, including integration of AI tools, to effectively support the evolving needs of Intuitive's dynamic Digital Products.
- Championed learner-centric design principles by integrating task-based and scenario-based learning, performance support resources, and universally accessible closed captions into all video content produced by the Digital Products team.
- Systematically analyze learner data from Amplitude, Tableau, and Qualtrics to identify trends and inform continuous improvement of learning solutions.
- Directed the successful redesign of four key learning initiatives, developing streamlined materials that achieved the highest learner completion rates within the Digital Products team.
- Led a cross-functional project team in developing an in-app education (DAP) experiment, which served as a foundational model for implementing Amplitude Guide to support Intuitive's digital products.

**SR. INSTRUCTIONAL DESIGNER, EVENT CONTENT MANAGER,** 12/2017 – 07/2022  
Ameriprise Financial Services, Inc. – Minneapolis MN (Remote)

- Developed and delivered creative and interactive eLearning, instructor-led training with PowerPoints and job aids, and Vyond videos for over 10,000 financial advisors, utilizing Degreed, enhancing training engagement and effectiveness.
- Managed developing, delivering, and evaluating in-person advisor event training and Salesforce in-app support (Whatfix), ensuring timely and high-quality deliverables.
- Collaborated with instructional designers, sponsors, SMEs, executive leadership, and key stakeholders to create interactive training aligned with corporate initiatives, driving organizational goals.

**Senior Instructional DESIGNER** 01/2012 – 07/2022  
**Independent Contractor (Remote)**

- Collaborated with subject matter experts to develop sales enablement learning requirements, creating job-task analyses, course plans, scenario-based scripts, assessments, and learner exercise guides.
- Leveraged Articulate 360 and Adobe Captivate to design and deliver eLearning, instructor-led training, and simulations, ensuring high-quality products in a fast-paced environment.
- Directed project plans, analyzed learner needs, and completed instructional design projects for clients including Ford Motor Company, KPMG, SAGE, CA Technologies, Steve Madden, Sears, IHG, Abbott, AbbVie, and QuintilesIMS.

- Developed simulation-based eLearning, micro eLearning tutorials, ILT, vILT training materials, and job aids, enhancing training effectiveness for 20,000 Infosario users.
- Led multiple simultaneous projects, establishing processes with stakeholders and SMEs, ensuring timely and high-quality deliverables.
- Provided QA reviews for course materials developed by 14 instructional designers, ensuring compliance with corporate and regulatory standards for seamless integration into training programs.
- Worked with the IT developers in an agile environment, using JIRA, to develop monthly application release notes and incorporated updates into training materials and SharePoint sites to reflect new functionality.

## INSTRUCTIONAL DESIGNER

07/2006 – 01/2012

PRA Health Sciences – Raleigh NC (Remote)

- Led the development of project management learning paths and curriculum, collaborating with executive management, stakeholders, SMEs, and cross-functional teams, enhancing training efficiency.
- Designed and implemented eLearning, instructor guides, and workbooks, training over 1,200 students in corporate project management processes.
- Coordinated the Project Management Certification Program, aligning with PMI standards, enabling over 200 project managers to earn and maintain PMI certification.

## EDUCATION

### Iowa State University

Bachelor of Science: Management Information Systems

## LICENSES & CERTIFICATIONS

### FINRA Series 7 General Securities Representative

Issued March 2018

### 5 Moments of Need certificate

Issued May 2024

### Springboard Business Leadership Accelerator certificate

Issued April 2025

## SKILLS

Adobe Acrobat Professional • Adobe Captivate • Adobe InDesign • Adobe Illustrator • Articulate 360 (Rise, Storyline) • Articulate Presenter • Canva • Confluence • Degreed • Figma • Frame.io • Google Workspace • JIRA • LMS: Saba and SumTotal • Microsoft Office 365 • Microsoft OneNote • Microsoft Project • Microsoft SharePoint • Microsoft Teams • Mural • Qualtrics • Salesforce • Slack • Smartsheet • Tableau • TechSmith Camtasia • TechSmith SnagIt • Veeva • Vyond • WebEx • WellSaid Labs • Whatfix • WordPress • Workday • Zoom

## VOLUNTEER, LEADERSHIP, AND COMMUNITY

2024 – present	<b>Orab Athletic Booster Club Parent Committee</b> , President
2015 – present	<b>Sheldon Community School District Board of Education</b> , Vice President
2012 – present	<b>Dolly Parton Imagination Library</b> , Coordinator for the Sheldon community
2012 – 2018	<b>Sheldon Public Library Board of Trustees</b> , President
2015 – 2017	<b>Sheldon Community Day Care and Preschool</b> , Interim Center Administrator
2014 – 2017	<b>Sheldon Community Day Care and Preschool Board of Directors</b> , Member
2000 – 2012	<b>Tastefully Simple</b> (direct gourmet food sales), Team Mentor Recruited, managed, and trained a team of over 100 consultants with sales exceeding \$500,000 annually. Presenter of sales and recruiter training sessions at national and regional conferences with audiences of up to 1,200 consultants.