



# JESSICA BRINK

## SENIOR INSTRUCTIONAL DESIGNER

I am a detail-oriented and strategic senior instructional designer with over 20 years of experience developing eLearnings, videos, ILT, vILT, presentations, job aids, and reference guides. I have a proven ability to lead complex projects, drive learner-centric design, and collaborate with diverse stakeholders to deliver visually engaging content and interactive learning experiences for highly regulated, fast-paced industries.

## KEY ACHIEVEMENTS

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### Championed learner-centric design principles that led to increased engagement at Intuitive Surgical

I lead the analysis, development, implementation, and evaluation of customer-focused task-based and scenario-based learning, including videos, job aids, eLearning modules, presentations, and reference guides. I collaborate with L&D team members, UX developers, and stakeholders to ensure alignment across the business to support digital technology learning initiatives.

### Managed in-person event training for 7,500 Ameriprise Financial Advisors

As the Event Content Manager, I conducted needs analysis, developed content, conducted quality analysis on all materials, prepared presenters, and evaluated attendee survey data.

### Developed Salesforce training and in-app support for over 10,000 Ameriprise Financial Advisors

As a Senior ID, I developed creative and interactive Storyline eLearnings, Vyond videos, and Whatfix content to support monthly Salesforce releases aligned with corporate initiatives and drove organizational goals.

### Led a team of 14 instructional designers to improve the training effectiveness of 20,000 QuintilesIMS employees

I transformed the ID development process while implementing corporate and regulatory standards for the L&D team. I developed simulation-based eLearning, micro eLearning tutorials, ILT, vILT training materials, and job aids.

### Led the development of project management learning paths and curriculum for over 1,200 PRA Health Science PMs

Developed eLearning and ILT training materials aligned to PMI standards, enabling over 200 project managers to earn and maintain PMI certification.



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Portfolio  
JessicaBrink.net

## SKILLS

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### ID Tools

Adobe Acrobat Professional, Articulate 360 (Rise, Storyline), Adobe Captivate, Degreed, Microsoft Office 365, Google Workspace, Vyond, WellSaid Labs, Whatfix

### Creative & Multimedia

Adobe Creative Suite (InDesign, Illustrator), Canva, Figma, Frame.io, Google Vid, TechSmith Camtasia, TechSmith SnagIt, WordPress

### Project Management & Collaboration

Confluence, JIRA, Microsoft Project, Mural, Slack, Smartsheet

### Data & Analytics

Amplitude, Qualtrics, Tableau

### LMS & Platforms

Saba, SumTotal, Salesforce, Veeva Vault, Workday



## WORK HISTORY

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**Intuitive Surgical** – Sunnyvale CA (Remote)

Sr. Instructional Designer

July 2022 to present

**Ameriprise Financial Services, Inc.** – Minneapolis MN (Remote)

Sr. Instructional Designer | Event Training Manager

December 2017 – July 2022

**QuintilesIMS** – Raleigh NC (Remote)

Instructional Designer, Associate Director

September 2012 – May 2016

**PRA Health Sciences** – Raleigh NC (Remote)

Instructional Designer

July 2006 – January 2012

**Independent Contractor** (Remote)

Senior Instructional Designer

January 2012 – July 2022

Managed project plans, analyzed learner needs, and developed instructional design projects for clients including Ford Motor Company, KPMG, SAGE, CA Technologies, Steve Madden, Sears, IHG, Abbott, AbbVie, and QuintilesIMS.

## EDUCATION

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**Iowa State University**

Ames, Iowa

Bachelor of Science,

Management Information Systems

**FINRA Series 7 General Securities  
Representative**

March 2018

**5 Moments of Need certificate**

May 2024

**Springboard Business Leadership  
Accelerator certificate**

April 2025