Jessica Brink

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Strategic Senior Instructional Designer with 15+ years of experience in highly regulated industries, including finance, medical devices, and pharmaceutical clinical research.

- Proven record of applying excellent communication and organization skills to ADDIE and project management processes.
- Specializing in Articulate 360 (Storyline/Rise), Microsoft Office, Google Workspace, Adobe Creative Cloud, and Digital Adoption Platforms (DAP) like Whatfix and Amplitude.
- Adept at developing high-impact eLearning, video, and ILT/vILT, leading cross-functional teams, and collaborating with SMEs to translate complex technical requirements into learner-centric, scalable solutions that drive measurable performance and user self-sufficiency.

PROFESSIONAL EXPERIENCE

Sr. Learning Experience Designer | Intuitive Surgical   07/2022 – Present
Sunnyvale, CA (remote employee)

Orchestrate multi-modal learning portfolios by aligning **SMEs, application developers, and global stakeholders** to deliver scalable education for complex digital products.

- Spearheaded end-to-end implementation of **Amplitude Guides and Surveys**, leveraging **data analytics** to identify learner friction points and drive user self-sufficiency.
- Design and deploy interactive **Articulate Rise/Storyline** modules and **Camtasia and Vyond** videos, ensuring compliance with rigorous medical device regulatory standards.
- Utilize **Agile methodologies** and **Jira** to manage concurrent project streams, reducing development lifecycles while maintaining high-quality **UX/UI design** standards.

Sr. Instructional Designer, Event Training Manager | Ameriprise Financial   12/2017 – 07/2022
Minneapolis, MN (remote employee)

Managed the end-to-end **ADDIE** lifecycle for large-scale advisor training events, supporting over 7,500 attendees with **ILT, vILT, and mobile learning** assets.

- Translated complex **FINRA** and corporate compliance requirements into consumable **Salesforce** training and performance support tools (**Whatfix and Degreed**).
- Developed high-fidelity **Vyond and Camtasia** videos, engaging skill-based **Articulate Storyline** eLearnings, and **Adobe Creative Suite** graphics to enhance visual engagement and knowledge retention for a national advisor network.

Instructional Designer, Associate Director | IQVIA   09/2012 – 05/2016
Raleigh, NC (remote employee)

Led a global team of 14 **Instructional Designers**, establishing **standard operating procedures (SOPs)** and reusable **design templates** to accelerate content production.

- Architected comprehensive **curriculum maps** and certification paths for clinical research professionals, ensuring global consistency across **Saba, SumTotal LMS, and SharePoint** platforms.
- Collaborated with **Executive Leadership** to align learning initiatives with business KPIs, resulting in a simulation-based eLearning, micro eLearning tutorials, ILT, vILT training materials, and job aids, enhancing training effectiveness for 20,000 users.

Senior Instructional Designer | Brink Consulting   01/2012 – Present
Sheldon, IA

Executed **needs analysis** and rapid prototyping for Fortune 500 clients (Abbott, Ford, KPMG), delivering custom **SCORM-compliant** eLearning and blended learning solutions, including **Vyond videos and Storyline/Rise assessments**.

- Authored detailed **storyboards, scripts, and facilitator guides** for high-stakes technical training, maintaining 100% on-time delivery across diverse, fast-paced industries.

EDUCATION

Iowa State University
Bachelor of Science: Management Information Systems

LICENSES & CERTIFICATIONS

Google AI Professional certification
03/2026

Springboard Business Leadership Accelerator certificate
04/2025

5 Moments of Need certificate
05/2024

FINRA Series 7 General Securities Representative
03/2018

SKILLS

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

VOLUNTEER, LEADERSHIP, AND COMMUNITY

2015 – present	**President	Sheldon Community School District Board of Education** Oversee strategic planning, budgeting, and policy governance for local education, managing complex teacher/admin interests and public communication.
2012 – present	**Coordinator	Dolly Parton Imagination Library** Manage community-wide literacy initiatives and program logistics to ensure consistent delivery of educational resources to local families.
2012 – 2018	**President	Sheldon Public Library Board of Trustees** Led board operations and strategic oversight for community learning/outreach resources and facility management.
2014 – 2017	**Board President	Sheldon Community Day Care and Preschool** Directed strategic operations and growth for the community's largest childcare facility, providing executive oversight for organizational scaling and governance.
2000 – 2012	**Team Mentor	Tastefully Simple** (direct gourmet food sales) Managed and coached a 100+ member sales team to $500K in annual revenue. Frequent guest speaker and facilitator at national conferences for audiences of 1,200+.