

Jessica Taylor

Instructional Designer

Instructional designer with 7 years building blended and self-paced learning for enterprise sales, compliance, and clinical audiences. Comfortable partnering with SMEs, running usability tests on drafts, and cutting seat time without losing the point. Storyline, Rise, Camtasia, and a working Figma habit.

CONTACT INFORMATION



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EDUCATION

M.Ed., Learning Design and Technology, North Carolina State University, 2018

B.A., English, University of North Carolina at Greensboro, 2015

ATD Master Instructional Designer, 2022

KEY SKILLS

- Articulate Storyline 360
- Articulate Rise 360
- Camtasia and Audition
- Figma for storyboard mockups
- Iterative and phased design workflows
- Kirkpatrick evaluation levels 1-3
- Course packaging for learning platform upload and tracking
- Cornerstone and Docebo learning platform admin
- Accessibility review for captions, contrast, and keyboard navigation

PROFESSIONAL EXPERIENCE

SENIOR INSTRUCTIONAL DESIGNER | HALCYON LEARNING PARTNERS, RALEIGH, NC, 2021 – PRESENT

- Rebuilt a 6-hour anti-money-laundering course for a regional bank into three 40-minute modules; average completion rose from 61% to 92% over two quarters.
- Ran monthly SME working sessions with compliance and legal to lock scope before storyboarding, which cut revision rounds from roughly five down to two.
- Designed scenario branching in Storyline 360 for a new hire teller path, using realistic customer objections pulled from recorded coaching calls.
- Coach two junior designers on script tightening and alt-text; review their storyboards before SME handoff.

INSTRUCTIONAL DESIGNER | BRIGHTROOT HEALTH EDUCATION, DURHAM, NC, 2018 – 2021

- Built continuing-education modules for nurses on IV medication safety; content was accepted for nursing contact hours through the client's accredited provider.
- Migrated a legacy Flash library of 40+ short courses into Rise 360, keeping voiceover scripts but replacing all interactions.
- Wrote assessment items with a nursing SME and ran item analysis after each cohort, retiring questions that everyone got right or that split evenly.

- SME interviewing and scoping