

# JESSICA GRIFFITHS

*Instructional Designer*

## PROFESSIONAL SUMMARY

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With strong problem-solving skills, a passion for learning, and excellent communication abilities, I bring 6 years of experience designing and coordinating impactful learning experiences. In my current role as a contractor for Whole Foods Market, a part of Amazon, I manage and support training programs through effective LMS administration, event coordination, and detailed reporting.

I have collaborated with technical, product, and business teams to create and deliver training that enhances user experience and operational efficiency. My expertise spans content management systems, learning management systems, training logistics, eLearning development tools (Articulate Storyline, Rise, Vyond, Camtasia), AI integration, and project management—allowing me to deliver high-quality learning solutions and exceptional customer and instructor support.

## EMPLOYMENT HISTORY

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### CONTRACT INSTRUCTIONAL DESIGNER

Jan 2024 - Present

*Whole Foods Market Inc*

*Remote*

- ◆ Partner with business, technical, and operational stakeholders to identify knowledge, skill, systems, and process training needs for leaders and team members across the organization.
- ◆ Design and deliver engaging enablement solutions including instructor-led training, virtual training, eLearning, job aids, role-play scenarios, and multimedia content using Articulate Storyline, Rise, Vyond, and Camtasia.
- ◆ Collaborate with SMEs to vet content accuracy, address knowledge gaps, and ensure learning materials align with operational goals and brand standards.
- ◆ Create and manage assessments to measure knowledge retention and application, adjusting content based on learner performance and feedback.
- ◆ Facilitate train-the-trainer sessions and pilot programs to ensure successful enablement rollouts.
- ◆ Maintain and update LMS content, retiring or refreshing materials based on business changes and learner needs.
- ◆ Apply a continuous improvement approach, gathering learner and stakeholder feedback to refine enablement strategies and adopt new learning tools and microlearning techniques.

### TRAINING CONTENT MANAGER

Jan 2023 - Nov 2023

*Popeyes Louisiana Kitchen*

- ◆ Collaborated with cross-functional teams to scope, plan, and develop enablement programs for corporate, franchise, and operational teams.
- ◆ Designed scalable learning solutions including onboarding programs, process training, and leadership development initiatives.
- ◆ Led needs analyses to identify skills gaps, develop content roadmaps, and recommend learning solutions for process and system rollouts.
- ◆ Managed training material lifecycle, ensuring content accuracy and relevance through regular review and updates.
- ◆ Delivered virtual and in-person training, incorporating simulations, assessments, and role-play to improve application of skills.

### CONTRACT INSTRUCTIONAL DESIGNER

Aug 2022 - Jan 2023

*Spatial Data Logic*

- ◆ Worked directly with technical teams and client stakeholders to identify training needs for municipal software implementation.
- ◆ Developed blended learning materials, including virtual instructor-led sessions, on-demand modules, and step-by-step process guides.
- ◆ Created assessments and performance support tools to reinforce product adoption and knowledge retention.

### CONTRACT INSTRUCTIONAL DESIGNER

Mar 2022 - Jul 2022

*The Learning Experience*

- ◆ Designed onboarding and compliance training for early childhood education centers, supporting operational excellence across multiple locations.
- ◆ Built microlearning content to address ongoing process updates and improve adoption of internal systems.
- ◆ Collaborated with SMEs to ensure content accuracy and applicability to daily workflows.

**INSTRUCTIONAL DESIGN INTERN**  
*Museum of Discovery and Science*

**Aug 2021 - Dec 2021**

- ♦ Managed course creation, scheduling, and updates in Canvas LMS, providing support to faculty and students.
- ♦ Developed multimedia learning materials and job aids to improve faculty adoption of instructional technology.
- ♦ Conducted needs assessments to identify training opportunities and provided targeted support sessions.

**INSTRUCTIONAL DESIGN GRADUATE ASSISTANT**  
*Florida Atlantic University*

**Aug 2019 - Oct 2021**

- ♦ Administered and maintained courses in Canvas LMS, including event creation, scheduling, enrollment, content uploads, and troubleshooting access issues for students and faculty
- ♦ Coordinated logistics for online and hybrid courses, including instructor assignments, session scheduling, classroom reservations, and material distribution
- ♦ Provided faculty training and customer support on LMS usage, course development best practices, and instructional technology tools
- ♦ Developed and implemented course materials, assessments, and multimedia content to support virtual and in-person learning
- ♦ Monitored course engagement and performance metrics, generating reports to identify improvement opportunities
- ♦ Conducted learning needs analyses to ensure content effectiveness and alignment with academic and institutional goals

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## **EDUCATION**

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**MASTER'S DEGREE IN EDUCATIONAL/INSTRUCTIONAL TECHNOLOGY**  
*Florida Atlantic University*

- ♦ Currently pursuing

**BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT**  
*Florida Atlantic University*

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## **SKILLS**

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Articulate Storyline, Articulate Rise, SaaS, Virtual & In-Person Facilitation, SCORM, Camtasia, Vyond, Adobe Creative Suite.

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## **CERTIFICATIONS**

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**GOOGLE AI ESSENTIALS SPECIALIZATION CERTIFICATION**