

# Jessica Worthington

Instructional Designer

📍 Monterey, California ✉ [j.worthington.id@gmail.com](mailto:j.worthington.id@gmail.com) ☎ 6692333842 🌐 [www.linkedin.com/in/jworthingtonid](https://www.linkedin.com/in/jworthingtonid)  
🌐 [www.jwdesignsolutions.com](http://www.jwdesignsolutions.com)

## SUMMARY

Highly creative and dynamic instructional designer with a passion for designing engaging learning materials and achieving project goals. Skilled communicator, adept at working with diverse teams, utilizing instructional design methodologies to deliver impactful and interactive learning experiences. Thrives in collaborative and inclusive workspaces and committed to creating inclusive and equitable training solutions that meet the needs of all learners.

## SKILLS

**Technical Skills:** Articulate Storyline, Articulate Rise, Vyond, TechSmith Camtasia, Adobe Photoshop, Microsoft Powerpoint, Microsoft Word, Google Suite, SCORM Compliance, Amazon Polly, Canva, Zoom, Slack, Mailchimp

**Professional Skills:** Adult Learning Theory, eLearning, vILT/ILT, Blended Learning, ADDIE/SAM, Needs Analysis, Needs Assessment, Learning Objectives, Design Docs, Storyboards, Microlearning, Project Leadership, Communication, Collaboration, Cultural Sensitivity, Job Aids

## EXPERIENCE

### Instructional Designer | Freelance | Monterey, CA | 11/2023 - Present

- Designed and developed eLearning and microlearning courses to promote diversity, equity, and inclusion, while preparing immigrant populations for job readiness.
- Collaborated with SMEs and instructional design team to revamp training program through comprehensive needs analysis, formulating appropriate learning objectives and modalities for course development.
- Developed engaging and culturally sensitive instructional materials using adult learning principles and the ADDIE model.
- Incorporated multimedia elements to enhance learner engagement and facilitate knowledge retention among immigrant participants.

### Online ESL Teacher | Self Employed | Monterey, CA | 07/2021 - Present

- Designed, developed, and facilitated virtual instructor-led (VILT) sessions, supporting learners and increasing test scores by an average of 35%.
- Utilized multimedia tools, such as videos, presentations, and interactive activities, to enhance online ESL lessons and promote student engagement.
- Implemented scaffolding techniques to support students' language acquisition and encourage independent learning.
- Fostered a collaborative and inclusive online learning environment, promoting student participation and discussion.

### ESL Teacher | Harika Park Anaokulu | Istanbul, TR | 07/2017 - 07/2021

- Engaged in a collaborative process with key stakeholders to conduct a thorough needs analysis, identifying learning gaps and determining specific learning objectives for the annual curriculum.
- Conducted formative and summative assessments to measure learner progress and identify areas for improvement in language proficiency and cultural competence.

- Developed, curated, and maintained a digital repository of age-appropriate instructional resources for colleagues to leverage during online teaching.
- Utilized instructional design principles, including scaffolding and multi-sensory learning, to design and implement a developmentally appropriate and virtual instructor-led (VILT) ESL curriculum tailored to the needs of 300 preschool-aged children across two educational institutions.

#### **Operations Manager | Coalition for Women in Journalism | Istanbul, TR | 12/2016 - 01/2018**

- Developed, launched and maintained a user-friendly website for the first worldwide support network and mentorship program for women in journalism, creating, collecting and organizing digital resources for easy access and utilization on a global scale.
- Collaborated with subject matter experts (SMEs) and stakeholders to create concise and compelling online bios to effectively present mentors' expertise, qualifications, and areas of specialization to facilitate seamless communication between mentees and 100 industry professionals.
- Developed learner-centric job aids, incorporating step-by-step instructions for troubleshooting and resolving technical issues promptly, ensuring minimal disruption to website functionality.
- Conducted regular audits of bios to ensure they remained up-to-date, accurate, and aligned with the evolving needs and goals of mentees.

#### **Magazine Editor | Coalition for Women in Journalism | Istanbul, TR | 06/2017 - 08/2017**

- Designed, developed, and edited the first two issues of an online journalism magazine for a global audience, implementing visually captivating and aesthetically pleasing designs and layouts with interactivity to engage learners and facilitate their understanding and retention of the content.
- Utilized typography, color theory, and graphic elements, following instructional design guidelines, to ensure effective communication and visual hierarchy in the magazine's layout.
- Collaborated with stakeholders, including the director, writers, designers, and photographers, to develop engaging and relevant content and ensure maximum reader engagement.
- Conducted usability testing and gathered user feedback to iteratively improve the magazine's layout and design, resulting in increased reader interaction and satisfaction.

### **EDUCATION**

#### **Instructional Design | Applied Instructional Design Academy (AIDA) | 2023**

- Credentials: Articulate Rise 360 | Articulate Storyline 360 | eLearning Development | Instructional Design | Vyond | TechSmith Camtasia | Virtual Instructor-led Training

#### **B.A. in Journalism | African Studies | San Francisco State University | San Francisco, CA | 2014**

- Graduated Cum Laude with Honors and Distinction.

### **CERTIFICATIONS**

#### **120 Hour TESOL Certificate | International Open Academy | 2021**

- Strong foundation in pedagogy, needs assessment, curriculum development, feedback, and technology integration.