

Jess Davis

Instructional Designer

Portfolio:

<https://jessdavis.design/matchsticks-lab>

Profile

Versatile **Instructional Designer** with over a decade of experience leading cross-functional initiatives in higher education, nonprofits, and corporate training. Expert in creating engaging, scalable, and standards-aligned online learning experiences grounded in **adult learning theory**, **ADDIE**, and **Agile** methodologies. Proven success in managing full instructional design lifecycles, enhancing e-learning effectiveness, and fostering faculty collaboration.

Employment History

Instructional Designer at Jess Davis Design, Remote

February 2022 — Present

- Design graduate-level online courses using Articulate Storyline and Rise 360 aligned to adult learning principles and Quality Matters standards.
- Collaborate with faculty and SMEs to storyboard, script, and develop multimedia learning assets.

Assistant Director, Center for Professional and Continuing Education at Liberty University, Lynchburg, VA

February 2022 — June 2023

- Increased non-credit course enrollment by **288%** through enhanced instructional design and targeted learner engagement strategies.
- Migrated 30+ projects from Trello to Jira, introducing Agile sprint planning to streamline development cycles.
- Led internal upskilling initiatives for design staff in tools including Articulate Storyline, LTI/API integrations, and JavaScript.

Instructional Designer at Liberty University, Lynchburg, VA

May 2021 — February 2022

- Redesigned orientation courses for 6,000+ residential students using Storyline, Canvas, and interactive assessments.
- Created an onboarding content hub for new staff, reducing onboarding time by **30%**.
- Conducted a full LMS audit and training rollout for the College of Arts & Sciences ahead of schedule.

Curriculum Developer and Regional Director at Capitol Debate, Varied Locations

July 2017 — May 2022

- Managed cross-functional teams to meet instructional and development goals, achieving 99% of project deadlines.
- Used articulate rise and storyline to create course content

Details

Lynchburg, United States,

434-347-9513

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Skills

Instructional Design (ADDIE & SAM)

Project Lifecycle Management (Jira)

Agile & Scrum Project Management

LMS Administration

Adobe Creative Suite (Photoshop, Illustrator)

Articulate Storyline & Rise

UX & Accessibility

Faculty & SME Collaboration

Multimedia Development (Camtasia)

Quality Matters APPQMR

8th-grade Department Lead and ELA Teacher at Union Preparatory Academy, Matthews, NC

August 2019 — May 2021

- Led vertical and horizontal alignment of middle school ELA curriculum.
- Facilitated tech-integrated PD workshops and mentored faculty in instructional strategy and differentiation.

Middle School Teacher at Lake Norman Christian School, Davidson, NC

August 2017 — May 2019

- Implemented Google Classroom across all grades and trained teachers, students, and parents.
- Created graphic-rich learning resources using Photoshop and Illustrator.

High School English Teacher at Calvary Christian School, Old Bridge, NJ

August 2014 — June 2017

- Developed a technical writing program; mentored students through scholarship-winning business plan projects.
- Increased AP Literature pass rates by **30%** through customized remediation and blended learning.

Financial Coordinator, NIH ISCHEMIA Grant at NYU School of Medicine, New York, NY

December 2011 — December 2013

- Managed payments for a \$9M research grant, ensuring compliance and timely reporting.
- Coordinated logistics for international conferences, including travel and accommodations for 100+ attendees.

Training & Development Specialist in the Finance Dept. at NYU Langone Medical Center, New York, NY

January 2011 — September 2011

- Designed and led trainings on PeopleSoft and Kronos systems using Adobe Captivate.
- Developed job aids and e-learning modules to support grants and contracts staff.

Congressional Intern at U.S. House of Representatives, Washington DC

January 2007 — May 2009

Education

MBA, Liberty University

October 2009 — December 2020

M.A. in Curriculum and Instruction, Western Governor's University

January 2018 — December 2020

M.S. in Financial Economics, Boston University

October 2009 — December 2011

Ph.D. in Instructional Design and Technology , Liberty University

May 2021 — Present

Certificates

**PMP - Application Approved, Sitting for Exam
Training and Facilitation Certificate, ATD**

Completed June 2022

Google Workspace for Education Certified Educator – Level 1

Completed July 2017

Articulate Storyline and Rise 360 Advanced Training

Completed March 2023

Adobe Creative Cloud Basics for Instructional Design

Completed February 2022