

Jess Mayhew

Instructional Designer

Passionate and driven instructional designer with a background in marketing, content coordination, and customer service. Creative problem-solver, fast learner, and detail-oriented creator obsessed with learning solutions.

CORE COMPETENCIES

Module Development	●●●●●
Adult Learning	●●●●●
Content Creation	●●●●●
Copywriting & Editing	●●●●●
Blended Learning	●●●●●
Design Thinking	●●●●●
Conceptual Ideation	●●●●●

SKILLS

- ADDIE Model
- Adobe Creative Suite
- Audacity
- Articulate Rise 360
- Articulate Storyline 360
- Asana
- Bloom's Taxonomy
- Camtasia
- Curriculum Development
- Figma
- Google Suite
- HTML/CSS
- JIRA
- Learning Management Systems/LMS
- Project Management
- SCRUM/Agile
- Stakeholder Management
- Vyond

CONTACT

- 📞 +203-979-5205
- ✉️ jess.mayhew.design@gmail.com
- 📍 Chicago, IL

WORK EXPERIENCE

Instructional Designer

Yahoo, Inc. | 2022 - 2023

- Developed instructor-led, blended, and eLearning training content on sales, soft skills, tools, policies, and more
- Created performance enablement tools like scripts, job aids, infographics, videos, and sales support materials
- Worked with subject matter experts to analyze learning needs, gather relevant information, document agent policies and processes, and determine training requirements

Noted accomplishments: Created and managed design system to house all team content and design standards; Worked with design team to complete reusable assets for system; Created project plan for billing new hire curriculum revamp

Sr. Learning Design Specialist

Uber Technologies, Inc. | 2021 - 2022

- Designed and developed eLearning, hybrid, and VILT/ILC modules; job aids, learning activities, assessments, and other resources to support functional training needs
- Developed custom templates for Storyline, VILT decks, and Figma design templates and assets for design team use
- Collaborated with SMEs and project managers to analyze training needs, design solutions, and learning objectives to achieve desired behavioral changes
- Conducted train-the-trainer sessions on project completion

Noted accomplishments: Received an overall 94.2% positive course rating from learners and a 100% satisfaction rating from stakeholders over a one-year period; Represented US&C regional design team on global working group to create an inclusive instructional design SOP

Senior Escalations Specialist

Uber Technologies, Inc. | 2019 - 2021

- Used subject matter expertise to resolve complex escalated customer support issues in the absence of documented logic
- Identified key improvement opportunities for resolution processes and developed resources to educate and train other specialists
- Leveraged data-driven analytics to investigate and remedy large-scale system failures

Noted accomplishments: Built a comprehensive point-of-contact database in collaboration with stakeholders

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WORK EXPERIENCE

Customer Support Representative

Uber Technologies, Inc. | 2018 - 2019

- Supported customers through in-app messaging and phone outreach to resolve escalated concerns
- Collaborated with project manager and content coordinators to offer suggestions on implementation of new policies and processes
- Mentored and provided guidance to peers during difficult support inquiries

Noted accomplishments: Maintained a 91% QA score in a four-month period and consistently exceeded productivity goals by 108% to 183%

Marketing Coordinator

TMP Worldwide | 2017 - 2018

- Created talent acquisition strategies and recruitment-targeted content for high profile clients
- Wrote and/or managed client recruitment content, including landing pages, editorial calendars, ad-hoc projects, and social media posts
- Produced monthly metrics reports supporting pivots or updates to content marketing strategies

Content Coordinator

Reverb.com, LLC | 2015 - 2016

- Drafted product and category copy for use on website landing pages and social media accounts using SEO best practices
- Reported breaking news; interviewed artists; drafted and published sponsored press releases; researched and wrote long-form articles for digital publication using in-house CMS
- Copy- and content-edited articles from freelance writers and other in-house content creators

EDUCATION

Northwestern University

BACHELOR OF ARTS

2011 - 2015

- BA in Psychology
- Minor in Commercial Music

REFERENCES

Steph Jurusz

Learning Experience Designer,
Uber Freight
stephjurusz@gmail.com

Michelle Manbeck

Sr. Director, Training & Content,
Yahoo
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