



# Jessica Williams

Instructional Designer | eLearning Developer

📞 785-312-0942

📍 Emporia, Kansas

✉️ jwill0430@gmail.com

## Summary

I am a Lawrence, KS native, but Emporia has been my home for the last six years. With a strong background in graphic design, I specialize in branding, logo design, and web design, creating visually compelling and strategic materials that help brands tell their unique stories. Currently, I am pursuing a master's degree in Instructional Design & Technology at Emporia State University, where I am combining my creative expertise with instructional methodologies to design engaging and effective learning materials. I believe it is possible to combine beautiful designs with effective pedagogies to create stunning and engaging learning content.

## Education

### Master of Science | Instructional Design and Technology

Emporia State University  
2022 - 2025

### Bachelor of Fine Arts | Graphic Design

Emporia State University  
2020 - 2022

## Experience

### Freelance Graphic Designer | Jessica Lynn Design

2023 - Present Emporia, Kansas

- Collaborate with clients to develop visual concepts that align with their vision.
- Design logos, brand identities, and other marketing materials for print and digital platforms.
- Develop layouts for posters, t-shirts, hats, and other promotional substrates.
- Prepare print-ready files with accurate resolution, color, and bleed settings.
- Skilled in Adobe Creative Cloud Suite.

### Graphic Designer | Uncommon Threads

2021 - 2023 Emporia, Kansas

- Design vector graphics for screen print, heat transfer, and embroidery.
- Collaborate with clients to develop graphics for various substrates.
- Screen print production assistant.
- Quality control.

### Graphic Designer | Emporia State University

2020 - 2021 Emporia, Kansas

- Designed promotional products for university events.
- Assist student's with scheduling their senior showcase.
- Prepared the gallery and student artwork for showcase events.

### Fraud Case Processor & Training Coach | US Bank

2013 - 2018 Overland Park, Kansas

- Trained and mentored new hire employees.
- Processed fraud claims with exceptional quality per Visa regulations.
- Provided customer service regarding fraud claims.
- Skilled on credit, debit, and corporate accounts.

## Achievements

### ★ Cum Laude

Graduated with honors from  
Emporia State University,  
Emporia, KS

### ★ Chi Alpha Epsilon

Inducted into the Chi Alpha Epsilon  
Honor Society at Emporia State  
University, Emporia, KS

### ★ Graduated with Honors

Graduated with honors from Flint  
Hills Technical College,  
Emporia, KS

### ★ Silver Shield Award

Awarded for outstanding  
performance from US Bank,  
Overland Park, KS

## Skills

- Instructional Design
- Learning Theories
- ADDIE Model
- Backward Design Model
- Adobe Creative Cloud Suite
- Adobe Captivate
- Multimedia Design
- Video Editing
- Storyboarding
- Script Writing
- Time Management



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## Academic Projects

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### Don Jones Trucking Inc. Training

Spring 2025

- **Role:** Instructional Designer
- **Description:** Don Jones was seeking an instructional designer to create a new hire training program. The project's goal was to develop a structured training program that ensures consistent training for all employees, maintains compliance for insurance purposes, enhances overall driver safety, and prevents accidents and equipment damage. I conducted a needs analysis and an audience analysis to identify training gaps. I utilized the ADDIE model and constructivist learning theory to develop an effective and cohesive eLearning experience.
- **Skills:** Project planning, ADDIE model, storyboarding, script writing, multimedia design, prototyping, and Adobe Captivate.

### Print Masters Customer Service Training

Fall 2024

- **Role:** Instructional Designer
- **Description:** This is an eLearning customer service course designed for a fictional screen printing company, Print Masters. I conducted a needs analysis and audience analysis to identify training gaps. I developed this four-module training program using the ADDIE model and experiential learning theory
- **Skills:** Wix, project planning ADDIE model, prototyping, accessibility testing, and Quality Matters testing.

### Graphic Design for Beginners

Spring 2024

- **Role:** Instructional Designer
- **Description:** This is an eLearning course I created using Wix. For this project, I applied the backward design theory to plan the course objectives, evaluations, structure, and learning materials.
- **Skills:** Wix, project planning, and backwards design model.

## References

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### Curtis Jones, J.D.

Curtis Jones Farms LLC, Owner  
620-340-7518

### Midnite Keister

Tyson Foods  
620-803-1224

### Kenneth Kimmel, M.D.

Physician, Internal Medicine  
785-979-8543