

# Jeana Chesnik

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## Experience

### Amazon - Remote | Phoenix, AZ

#### Learning Experience Designer | Nov. 2021 - Jan. 2023

- Designed online courses and curated instructor led training programs for the Amazon acquired home device company, Ring.
- Work cross functionally with key partners to identify training needs & implement effective programs to upskill Ring's first global fully remote onboarding program.
- Tested systems and tools for the effective delivery of training programs including practice activities, scenario-based learning, media, and participant/facilitator guides.

### Google - New York, NY

#### Instructional Designer- Contract | Nov. 2019 - Nov. 2021

- Apply adult learning theories and instructional design to create external eLearning and certification paths for *Google Skillshop* that serves over 2 million learners.
- Develop internal training and eLearning for Global Market Sales Teams to grow product knowledge, improve communication, & support small business owners
- Identify business needs by collaborating with Curriculum Managers, Stakeholders, and SME's to design eLearning and training for our global sales teams to ensure they're set up for success prior to upcoming product launches and updates.

### Parsons School of Design & The New School - New York, NY

#### Manager in Instructional Design | Feb. 2019 - Nov. 2019

- Manage all phases of course development, in close collaboration with faculty, in a manner consistent with best practices in educational instructional design.
- Storyboard and plan with Director of Online Learning to produce engaging learning experiences in humanities, studio arts, pre-college, and adult continuing education. Provided LMS Canvas support and training for faculty.

### Clarity Consultants - New York, NY

#### Instructional Designer - Contract July 2018 - Feb. 2019

- Worked with Project Manager to develop educational content for retail clients rebranding their eLearning training paths for team members and leadership roles.
- Delivered over 100 Vyond videos that were implemented into Captivate courses.
- Utilized Photoshop, Illustrator, Premiere Pro, and Vyond to create storyboards, course characters, background layouts, and learning assets.

### Parsons School of Design & The New School - New York, NY

#### Learning Experience Research Assistant | Aug. 2016. - May 2018

- Research Assistant for Communication Design, Design Build, & Business Strategy Departments. Successfully completed two major projects including *Design Education Augmented Reality* & the Design Education award winning *Parsons Street Seats*
- Researched & ideate how AR could be used in education by following UX Research and creating a high fidelity prototype.

### Republic Services Energy & Environmental Solutions - Scottsdale, AZ

#### Instructional Designer - Contract | Aug. 2015 - Mar. 2016

- Developed eLearning courses, infographics, training videos, and ILT participant workbooks for the Sales and L&TD Department.
- Assigned the Instructional Design Lead for the Construction Sales Executive team to assist with the companywide launch of Salesforce.
- Created Instructor Led Training for the Construction Sales Executives who are responsible for over 52 million dollars in revenue each year.

### Massage Envy Franchise Corporate HQ - Scottsdale, AZ

#### Instructional Designer - Learning & People Development Aug. 2013 - Aug. 2015

- Identify learning gaps with internal partners, business owners, and SME's to improve sales performance and educate employees on retail product, company standards, and procedures.
- Worked with Industry Relations Department to initiate and organize the first ever field-testing training program to focus on onboarding and culture development.

## Education



**Parsons School of Design**  
**MFA Design & Technology**



**Univ. of Louisiana at Monroe**  
**M.A. Communication Studies**  
**B.A. English / Spanish Minor**



NCAA Division I Athletic Womens  
Soccer Scholarship

## Skills



### L&D Design

Articulate Storyline, Rise 360, Evolve, Technical Writing, Captivate, LMS, Sales Training, Onboarding, Policies & Procedures, University Courses



### UX & Product Design

Adobe Creative Suite, Storyboard, Prototyping, Invision, Sketch, A/B Testing, UX Research



### Immersive Design

Virtual Reality, 360 Film, Unity, AR, Vuforia, Arduino, MadMapper

## Work Examples



### Google Skillshop | [skillshop.withgoogle.com](http://skillshop.withgoogle.com)

- Learn how to Create and Optimize Google App Campaigns
- Google Ads Measurement Certification Path.

## Internships



### Mass ng P eces, Brooklyn, NY | Summer 2017

Home of the *VR Film, Follow My Lead, The Story of the 2016 NBA Finals*. Prototyped and tested early Apple ARkit applications for Head of Immersive Content, Mike Woods. Worked as a PA on set for clients, Adidas & Sci-Fi Channel.

## Awards & Features



2019 AIA Film Contestant-American Institute of Architects (AIA) Special Film Screening for Lighting in Action project in San Juan, PR



2018 Core77 Design Education Initiative Award for design thinking and learning.



Parsons Street Seats Project was featured in the *New York Times Pop-Up Parks* during Summer of 2017.