

Jeana Chesnik

623-229-1330 | jeanachesnik@gmail.com | jeanaelearning.com

Experience

UniFirst - Remote

Instructional Designer - Contractor | May 2026 - July 2026

- Partnered with the Change Management team, applying Prosci methodology to support enterprise-wide Oracle implementation across Operations and Finance.
- Designed interactive eLearning and scenario-based training using Articulate Storyline, Rise, and Vyond to drive user readiness, adoption, and long-term business change.

Apple - Remote

Instructional Designer - Contractor | Feb. 2025 - Mar. 2026

- Returned to the Apple Finance BPR team as an one of two Instructional Designers to assist with the global launch of a new internal timekeeping and scheduling tool that impacts over 500 Apple Retail locations worldwide and over 30,000 retail employees.
- Integrated internal AI tools to streamline the production of training curricula.

Intuit Inc. - Remote

Instructional Designer - Contractor | Oct. 2024 - Feb. 2025

- Developed specialized compliance courses using Articulate Storyline & Rise 360 to ensure U.S. and Canadian Tax Experts met all regional & national tax requirements
- Produced AI avatar videos with Synthesia to simulate complex tax scenarios and realworld customer interactions for Intuit's first-ever retail stores.

Apple - Austin, TX

Instructional Designer - Contractor | Apr. 2023 - Oct. 2024

- Developed strategic eLearnings for the Finance BPR team, focusing on system tools, data analytics, and global project implementation.
- Created curriculum using Adobe Creative Suite, CSS, and Apple's internal CMS.
- Standardized UX/UI by applying Apple's design language, accessibility standards, and interactive components to the Grove course templates.
- Collaborated cross-functionally with design leads from ML, Worldwide Education, and Apple University during monthly design summits.

Amazon - Remote

Learning Experience Designer | Nov. 2021 - Mar. 2023

- Designed learning products, online courses, and curated instructor led training programs for the Amazon acquired home device company, Ring.
- Identified product needs through user research to design and implement Ring's inaugural global remote onboarding program and supplementary learning resources.

Google - New York, NY

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

- Applied adult learning theories and instructional design to create external eLearning and certification paths for the digital platform, Google Skillshop that serves over 2 million learners.
- Develop internal eLearning for the Global Sales and Marketing Teams to increase product knowledge and support small business owners.

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

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

- Manage all phases of curricula development, in close collaboration with faculty and educators to ensure consistent and coherent instructional design best practices.
- Storyboard and planned with Director of Online Learning and the Provost Office to produce engaging learning experiences for humanities, studio arts, architecture, pre-college, and adult continuing education programs.

Clarity Consultants - New York, NY

Instructional Designer/Video Producer | July 2018 - Feb. 2019

- Delivered over 100 learning videos by utilizing Photoshop, Illustrator, Vyond, and Premiere Pro to create storyboards, course characters, background layouts & assets.

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

Graduate Research Assistant | Aug. 2016 - May 2018

- Researched how AR could be used in education by following UX Research. Created a high fidelity prototype for the Comm. Design & Business Strategy Departments.

Republic Services Waste & Recycling - Scottsdale, AZ

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

- Assigned Instructional Design Lead for the Salesforce launch, creating specialized ILT for Construction Sales Executive team responsible for \$52M in annual revenue.

Massage Envy Franchising HQ - Scottsdale, AZ

Instructional Designer - Learning & People Development | Aug. 2013 - Mar. 2015

- Identified learning gaps with internal partners, business owners, and SME's to improve sales performance and educate employees on retail product & procedures.

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 Women's
Soccer Scholarship

Skills



L&D Design

Articulate Storyline, Rise 360, Evolve, Technical Writing, Captivate, Canvas, LMS, Sales Training, FinTech training, Onboarding, Policies & Procedures, Higher education



AI & Product Design

Gemini, Claude, Adobe Creative Suite, Storyboard, Sketch, Prototyping, Asana, Figma, Synthesia (AI video tool)



Immersive Design

Virtual Reality, 360 Film, Unity, AR, Vuforia, Arduino, MadMapper, Frame.io

Work Samples



Mayo Clinic Health System

Designed original graphics, in-classroom activities, and launched the first [Wellness Week eLearning](#) for elementary school districts throughout Minnesota.

Internships



Massing Peces, Brooklyn, NY | 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. Works 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.