

Jessica Yim

Multimedia Specialist / Instructional Designer

204 Lawrence Ave, Cherry Hill, NJ 08002

215.275.7615

jessyim@gmail.com

Professional summary

I am a Multimedia Specialist and Instructional Designer with over twenty years of experience. My portfolio includes the development of engaging e-newsletters, impactful print publications, compelling social media content, eye-catching brochures, captivating event invitations, and effective marketing materials for conferences. I excel at creating advanced learning experiences across various platforms, including eLearning and curriculum development. I am proficient in using tools such as Adobe Creative Cloud, video editing software, Articulate 360, and Absorb LMS to enhance educational delivery. I am dedicated to maintaining high-quality standards in all my design materials.

Employment history

Apr 2004 - July 2024

Multimedia Specialist, Children's Hospital of Philadelphia
Philadelphia, PA

- Developed innovative web-based training materials, enhancing the learning experience for staff
- Coordinated with radiology and research teams, ensuring accurate information in presentations
- Developed multimedia resources, elevating learner engagement
- Provided technical support for on-site meetings, improving efficiency
- Maintained department's internal sites, ensuring up-to-date information
- Ensured company standards were met in presentations and marketing materials, maintaining brand consistency
- Supported the creation of digital/print newsletters, improving internal communication
- Offered technical support, addressing system/design-related queries
- Crafted enriching learner experiences through video content
- Identified and connected users' daily tasks and needs for training.
- Improved patient education via multimedia
- Maintained a well-organized archive of project graphics, videos, and event photos, boosting efficiency in resource retrieval
- Managed vendor relations for multimedia needs

Apr 1998 - Apr 2004

Graphic Designer, Ballinger
Philadelphia, PA

- Ensured top-notch quality of all print products, from inception to final output
- Created a standard company look to be used on all marketing materials, training materials, internal forms, and stationery

- Streamlined the process of quality assurance for all printed products
- Facilitated high-impact presentations for key stakeholders, including principals, architects, and engineers
- Researched and identified departmental IT needs to remain at the forefront of emerging technology
- Managed comprehensive project graphic archives, both digital and physical
- Negotiated effectively with external print service providers, ensuring cost-efficiency and quality
- Ensured all websites linked seamlessly to the main company site
- Utilized innovative design techniques to capture the audience's attention
- Created training materials for staff

Jun 1997 - Apr 1998

Assistant Graphic Designer, Franco Manufacturing Company, Inc.
Metuchen, NJ

- Spearheaded packaging creation for company and Disney-licensed products
- Managed and prioritized all work orders for freelance and personal tasks
- Handled strike offs from both domestic and overseas printed packaging
- Collaborated closely with marketing and purchasing teams on packaging design
- Streamlined filing systems enhancing data retrieval and efficiency
- Ensured quality control for all production products

Education

May 2003

Master of Science in Instructional Technology
Philadelphia University (Thomas Jefferson University), Philadelphia, PA

May 2003

Master of Business Administration
Philadelphia University (Thomas Jefferson University), Philadelphia, PA

May 1997

Bachelor of Science in Graphic Design Communication
Philadelphia College of Textiles and Science (Philadelphia University),
Philadelphia, PA

Skills

Absorb LMS	Excel	PowerPoint
Adobe Acrobat	Forms	Team Collaboration
Adobe Creative Cloud	Instructional design	Teams
Adobe GoLive	Learning management	Training development
Adobe Illustrator	system (LMS)	Trello
Adobe InDesign	Microsoft Office 365	Word
Adobe Photoshop	Multimedia content	WordPress
Adobe premiere	creation	Zoom
Articulate 360	Online learning platform	
Blackboard	Outlook	

Languages

English
Chinese (Cantonese)

Additional information

Involvements

- Participate in developing the prototype software for digital portfolios, 2001
(Project team included various professors and students in different fields)
- Yearbook staff, 1996-1997
- Member of Asian organization, 1997,
(Duties as a graphic Design create all posters for coming events)