

J. Goodrich

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EDUCATION

DEPAUL UNIVERSITY, KELLSTADT GRADUATE SCHOOL OF BUSINESS

Master of Business Administration, Business Analytics

Chicago, IL
December 2026

DEPAUL UNIVERSITY, COLLEGE OF COMMUNICAITON

Master of Arts in Health Communication

Chicago, IL
December 2019

BALL STATE UNIVERSITY

Bachelor of Arts in Communication

Muncie, IN
May 2007

EXPERIENCE

FREELANCE CONSULTANT

Content and Creative Designer

Remote Chicago, IL
January 2023-Present

- Developed websites, consulted on training development, created SEO strategies, and mapped goals using data analytics, including coaching on data strategy.
- Designed instructional content, job aids, and animated videos, and edited white papers, ebooks, and presentations.
- Drove branding initiatives, created multimedia content, and developed marketing plans.
- Increased audience engagement with interactive blogs/vlogs, newsletters, social media and email campaigns.
- Managed the financial aspects of self-employment including budgeting, invoicing, expense tracking, and fund allocation.

SARGENT & LUNDY

Change Management & Instructional Designer

Remote Chicago, IL
June 2021- Jan 2023

- Created presentations with data visualization, scenarios, crosstabs, and sentiment analysis to demonstrate evidence of trends and make data driven recommendations.
- Led the end-to-end design and development of 25+ training programs, managing multiple projects from analysis to launch, using SMEs, focus groups, discourse analysis, agile iterations, and adult learning principles.
- Utilized human-centered, universal, and responsive design principles to build innovative and traditional training programs and resources.
- Consulted on change management plans, departmental roadmaps, platform migrations, and leadership training programs delivering strategies that improved organizational effectiveness.
- Managed vendor relationships, oversaw question re-writes, edits, testing and launches, and identified savings of \$12,500 with minimal timeline impact.
- Collaborated with ID team, SMEs, and stakeholders to accelerate 75% of project timelines.

RUSH UNIVERSITY MEDICAL CENTER

E-Learning Coordinator & Instructional Designer

Chicago, IL
Sept 2018- May 2021

- Started documentation for business processes and standard operating procedures, introducing and integrating new organizational, project management, and design tools.
- Managed LMS data system, Continuing Medical Education certification requirements, and coordinated speaker/support materials.
- Conducted SWOT analyses and white boarding techniques with key stakeholders to identify department needs and enhance course records, reporting, and LMS user experience.
- Developed 10+ curricula each with 5-10 courses working with multiple departments, combining virtual workshops and online coursework, while facilitating live virtual classrooms.
- Re-designed the LMS UX for intuitive navigation, responsiveness, and accessibility.
- Launched Center for Innovation & Lifelong Learning's YouTube channel, setting video standards and processes for content creation, data reporting, and SEO protocols to increase viewership and provide marketing plan recommendations.
- Streamlined processes and led adoption of innovative tools to digitize the intake process, improve communication with clients, and nearly double the number of curriculum offerings.

ADDITIONAL

- Skills: Project management, statistical analysis, group facilitation, instructional design, presentation design, data visualization.
- Proficiency with programs: M365, Google Workspace, R Studio, Articulate, Adobe, Canva, Descript, Tango, Vyond, Miro, Trello, Monday, Cornerstone, Moodle, D2L, Generative AI platforms, Zendesk, CME Tracker