



Jennifer F. Estevez, M.Ed.
Estevez Designs LLC Small Business Owner
Learning Performance Consultant ISD III/IV
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PROFESSIONAL SUMMARY

Extensive professional experience in the application of sound instructional development principles, and the methodical approach to Planning, Analysis, Design, Development, Implementation and Evaluation (P-ADDIE) of large-scale training programs for government, military, and health care clients.

Over ten years – Instructional Systems Designer/Developer/Department of Defense (DoD) training, managing training professionals and projects

Over twenty years – Multimedia/Graphics/Photography/Video/Training Development

Develops Shareable Content Object Reference Model (SCORM) conformant and 508 compliant Advanced Distributed Learning (ADL), Interactive Multimedia Instruction (IMI), and Blended Learning Applications for multiple Learning Management Systems (LMS) and Learning Content Management Systems (LCMS).

Proficient in the development of courseware with task-based Authoring Instructional Materials (AIM) Learning Object Module (LOM), Joint Forces Command (JFCOM) Rapid Online Content Creation Environment (ROCCE2), and other authoring systems for use in various learning management systems.

Experience with processes for Front End Analysis (FEA) and Job Duty Task Analysis (JDTA) creating Rating Analysis Training Structure (RATS), Learning Design Strategies (LDS), and developing course structures in AIM Content Planning Module (CPM).

AIM CPM products:

- Training Project Plan (TPP)
- Training Course Control Document (TCCD) – Course Master Schedule (CMS)
- Course Outline of Instruction (COI) – Terminal Learning Objectives (TLOs), Enabling Learning Objectives (ELOs), linking JDTA

AIM LOM [USG CITRIX experience] products:

- Lesson Plans (LPs) – Discussion Points (DPs), Related Instructor activities (RIAs), Resource Requirements List (RRLs)
- Trainee Guides (TGs) – Outline, Information, Assignment, Job, Problem, Diagram, and Answer Sheets
- Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet, and Performance Test Evaluation Checklist

Interactive Multimedia (IMM) products:

- Interactive Courseware (ICW) 1 – introduces an idea or concept
- ICW 2 – medium level non-complex operation presentation that allows more control over the scenarios through screen icons
- ICW 3 – high simulation presentation that involves the recall of more complex information
- ICW 4 – involves more in-depth recall of a larger amount of information and provides realistic work scenarios that replicate real conditions or real-world environments

Additional Software: Microsoft Office/Teams, SharePoint, Adobe Master Creative Suite, Adobe Captivate, iMovie, Compositica, Lectora, Articulate Storyline and social media platforms.

Social Media:

LinkedIn: <https://www.linkedin.com/in/jennifer-estevez>

LinkedIn – Estevez Designs LLC: <https://www.linkedin.com/company/estevez-designs>

Website – Estevez Designs LLC: <https://www.estevezdesigns.com>

Amazon Handmade: <http://www.amazon.com/handmade/Estevez-Designs-LLC>

Facebook Shop – Estevez Designs LLC: <https://www.facebook.com/EstevezDesignsLLC/shop>

YouTube – Estevez Designs LLC: <https://www.youtube.com/JenzDesigns>

EDUCATION

Master of Education (M.Ed.) – Instructional Technology	07/2008
American InterContinental University Online (GPA 4.0)	Hoffman Estates, IL/Remote
Bachelor of Fine Arts (BFA) – Visual Communications in Digital Design	06/2007
American InterContinental University Online (GPA 3.82)	Hoffman Estates, IL/Remote
Associate in Applied Science (AAS) – Media Advertising Arts	05/1996
Tidewater Community College/Visual Arts Center	Virginia Beach, VA
Certificate of Training – Multimedia Graphics (MOS 25M)	04/1994
Defense Visual Information School	Lowry Air Force Base, CO

PROFESSIONAL EXPERIENCE

Business Owner

04/2019–Current

Estevez Designs LLC

Remote, FL

- Co-Owns and operates Estevez Designs LLC.
- Creates handmade items for Amazon Handmade business account.
- Creates YouTube content videos.
- Maintains promotional media platforms (YouTube, Facebook, Instagram, Pinterest, and Twitter).
- Established Estevez Designs LLC in 2019.
- Attained accreditation status and rating with Better Business Bureau (BBB) in 2020.

Learning Performance Consultant ISD III/IV

11/2021–Current

Victor 12

Remote, FL

Instructional Systems Design and Human Performance Expertise

- Performs high-level front-end analysis and assists in the identification of performance gaps
- Reviews training materials for instructional effectiveness and adherence to instructional systems design principles and methodologies
- Supports the design and development of Service, Staff, and Program Office curricula

Outreach Activities to Service, Staff, Program Offices

- Provides advice and consultation to training staffs
- Identifies opportunities for sharing best practices, products, procedures across VBA
- Builds strong, professional relationships with training staffs
- Educates training staffs and personnel on the characteristics of effective training and efficient training development processes
- Advocates for VBA as a learning organization and the value of a Training Community of Practice that provides industry standards and best practices toward effective performance solutions

Resource and Tool Development

- Develops training standardization processes, job aids, templates, etc.
- Develops and facilitates standard training development workshops
- Develops and strengthens the training network and relationships among training stakeholders
- Assists in the update of the VBA Training Center of Excellence web portal content

EDT Training Requirements Management

- Recognizes and identifies common training needs at an enterprise level and assist in determining when formal Needs Assessment may need to be performed to support training design or development

Learning Effectiveness and Impact

- Supports initiatives for VBA training effectiveness and evaluation based on Kirkpatrick Four-level Training Evaluation model
- Establishes and institutionalizes a framework to support VBA training effectiveness and evaluation based on Kirkpatrick Four-level Training Evaluation model
- Establishes a training performance management program. Establish metrics, manage reporting, perform data analytics, and identify trends to support evaluation of learning, training, and development
- Assists in conducting Kirkpatrick's evaluations for learning effectiveness and impact
- Determines effectiveness of learning products

Training Management Policy and Guidance

- Supports the Governance and Policy implementation and compliance with (TRB, training standardization, SOPs, performance measurement, training effectiveness)
- Assists in planning for lifecycle updates

- Assists in providing recommendations for media selection

Project and Program Management

- Supports the development of project management resources

Instructional Systems Designer/Developer

04/2021–11/2021

General Dynamics Information Technology (GDIT) – NAWCTSD

Remote, FL

- Held active SECRET Clearance [CAC]
- Provided team support as CPM/AIM LOM LEAD
- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using AIM CPM, AIM LOM and Composita to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed AIM CPM products to include TPP, TCCD - CMS, COI, TLOs, ELOs, and linking JDTA
- Developed AIM LOM products to include LPs - DPs, RIAs, and RRLs, TGs – Outline, Information, Assignment, Job, Problem and Answer Sheets, Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet and Performance Test Evaluation Checklist
- Supported the Naval Air Warfare Center Training Systems Division (NAWCTSD) Ready Relevant Learning (RRL) component of Sailor 2025 (S2025) in curriculum development for several Navy ratings.

Instructional Systems Designer/Developer

04/2020–03/2021

Huntington Ingalls Industries (HII)/GDIT – NAWCTSD

Remote, FL

- Held active SECRET Clearance [CAC]
- Provided team support as CPM/AIM LOM expert
- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using AIM CPM, AIM LOM and Composita to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed AIM CPM products to include TPP, TCCD - CMS, COI, TLOs, ELOs, and linking JDTA
- Developed AIM LOM products to include LPs - DPs, RIAs, and RRLs, TGs – Outline, Information, Assignment, Job, Problem and Answer Sheets, Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet and Performance Test Evaluation Checklist
- Supported the Naval Air Warfare Center Training Systems Division (NAWCTSD) Ready Relevant Learning (RRL) component of Sailor 2025 (S2025) in curriculum development for several Navy ratings. [Aviation Boatswain's Mates, Aircraft Handling (ABH)]

Senior Learning Solutions Designer

07/2019–04/2020

ICF – Environmental/Medical

Remote, FL

- Reviewed, analyzed and revised current curriculum to facilitate learning on demand.
- Designed, developed, and documented instructor-led, paper-based, and responsive technology delivered curricula and performance support solutions.
- Participated in the development and review of products for adherence to style and storyboard guidelines, writing standards, course/task flow, and designing for standards such as SCORM conformance and Section 508 compliance.

Senior Instructional Systems Designer/Developer (ISD III)

10/2018–04/2019

Katmai – NAWCTSD

Orlando, FL

- Held active SECRET Clearance [CAC]
- Provided ISD III team support for Knowledge Capture (KC) and Analysis for several ratings.
- Provided ISD III team support to ensure quality assurance for Knowledge Capture (KC), Analysis, and curriculum development.
- Accelerated Delivery (AD) of the Operations Specialist (OS) Rating curriculum development and train the trainer event.

- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using AIM CPM, AIM LOM and Adobe Captivate to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed AIM CPM products to include TPP, TCCD - CMS, COI, TLOs, ELOs, and linking JDTA
- Developed AIM LOM [CITRIX] products to include LPs - DPs, RIAs, and RRLs, TGs – Outline, Information, Assignment, Job, Problem and Answer Sheets, Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet and Performance Test Evaluation Checklist
- Supported the NAWCTSD and RRL component of S2025.

Senior Instructional Systems Designer/Developer

11/2017–10/2018

SYMVIONICS/Bowhead – NAWCTSD

Orlando, FL

- Held active SECRET Clearance [CAC]
- Provided project management team lead support.
- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using AIM CPM, AIM LOM and Adobe Captivate to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed AIM CPM products to include TPP, TCCD - CMS, COI, TLOs, ELOs, and linking JDTA
- Developed AIM LOM [CITRIX] products to include LPs - DPs, RIAs, and RRLs, TGs – Outline, Information, Assignment, Job, Problem and Answer Sheets, Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet and Performance Test Evaluation Checklist
- Supported the NAWCTSD and RRL component of S2025.

Senior Instructional Systems Designer/Developer (ISD II)

10/2016–11/2017

AMTIS/Camber/HII – NETC

Orlando, FL

- Held active SECRET Clearance [CAC]
- Provided project management and ISD II, team lead support.
- Supported the S2025 block learning migration collaborating with Camber/HII.
- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using AIM CPM and AIM LOM to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed AIM CPM products to include TPP, TCCD - CMS, COI, TLOs, ELOs, and linking JDTA
- Developed AIM LOM [CITRIX] products to include LPs - DPs, RIAs, and RRLs, TGs – Outline, Information, Assignment, Job, Problem and Answer Sheets, Assessments – Proficiency Level, Passing Criteria, Criticality, Difficulty, Course Relation, Criticality Index, Performance Test Proctor Guide, Performance Test Examinee Job Sheet and Performance Test Evaluation Checklist

Senior Instructional Systems Designer (ISD II)

01/2016–08/2016

Mastech/Carley – JDTA NETC

Orlando, FL

- Held active SECRET Clearance [CAC]
- Performed job, duty, task analysis, front-end, and/or learning objective analysis.
- Proficient with AIM CPM and AIM LOM to include: FEA, JDTA, Course Training Task Lists (CTTL), LOs and assessments (capstone/matrix), CMS, Course Design Document (CDD), TPP, Instructional Performance Requirements Document (IPRD), COI, Instructional Media Requirements Document (IMRD), Instructional Media Design Package (IMDP) and other project deliverables incorporating CDRLs/DIDs.

Instructional Systems Designer/Developer

09/2011–11/2015

GDIT – TRADOC, NETC, NAWCTSD, JFCOM

Chesapeake, VA/FL/Remote

- Held active SECRET Clearance [CAC]
- Provided project management and senior instructional systems design/developer support.
- Identified issues and developed solutions while working on multiple projects simultaneously both independently and as part of a team under time and deadline constraints.

- Interacted and communicated effectively with customer and subject matter experts to ensure technical accuracy of instruction.
- Identified areas for improvement and made recommendations to increase the quality and effectiveness of e-Learning course content, presentation and delivery based on user feedback and industry research in the areas of adult learning methodology and training.
- Used established methodologies in all stages of the end-to-end instructional design process, including needs assessment, analysis, design, development, implementation, and evaluation.
- Researched and identified data sources for instructional material development and additional information needed for instructor and participant materials.
- Designed interactive training materials that included sound instructional design methodology, appropriate training strategies, and participant activities for small and large groups.
- Developed SCORM conformant and 508 compliant ADL, IMI, and Blended Learning task-based courseware using Adobe Flash, Dreamweaver, Lectora and WebTrain to produce training products and interactive multimedia products IAW CDRLs and DIDs.
- Developed assessment strategy recommendations based on training needs.
- Conducted quality assurance reviews of courseware products.

Senior Professional Technical Writer/Instructional Developer

01/2011–09/2011

Computer Sciences Corporation (CSC) – The U.S. Navy Reserve

Norfolk, VA

- Wrote articles and SharePoint user guidelines for The Navy Reserve (TNR) magazine.
- Developed out of the box websites in SharePoint 2007 and 2010 for the U.S. Navy Reserve.

Senior Instructional Systems Designer

09/2009–01/2011

Chenega Government Consulting – Healthcare

Chesapeake, VA

- Identified training needs, designed, and developed classroom training of health care workers, inspectors, and administration at the Federal, State, and local levels for instructional projects for Centers for Medicare and Medicaid Services (CMS) Survey and Certification Group.

Instructional Systems Designer

10/2008–09/2009

L-3 Communications Engineering Services – U.S. Coast Guard TRACEN

Yorktown, VA

- Designed, developed, and supported classroom instruction for USCG training workshops.
- Provided technical assistance and advice to school staff on the use of current instructional technology in the development of training aids and delivery methodology, including knowledge on computer-based training, desktop videoconferencing, multimedia, audio, graphics, and distance learning technologies.

Multimedia Instructional Developer

09/1993–08/2008

Planning and Learning Technologies – U.S. Army

Newport News, VA

Cubic Applications Defense – USJFCOM

Suffolk, VA

P3I/Odyssey Systems Consulting Group – U.S. Air Force

Yorktown, VA

L3 Communications/Coleman Research Corporation – U.S. Army

Hampton, VA

U.S. Army Reserve – U.S. Army

Ft. Eustis, VA

PROJECTS

- **Department of Veterans Affairs**
 - **VBA Training Infrastructure Support**
 - Supports VBA's existing training infrastructure support for all Services.
 - Operates, develops, and manages the VBA Employee Development and Training information systems in accordance with VA security and IT management and configuration control guidelines, to include VA Handbook 6500, The Risk Management Framework for VA Information Systems Tier 3: VA Information Security Program.
 - Supports existing training applications and development activities to meet VBA training needs and reporting requirements.
 - **VBA Training Program Support**
 - Provides personnel support to plan, create, implement, update, and develop program initiatives supporting all VBA Business Lines, and Leadership Development Directorate products and services.
 - Provides representation and liaison with respect to program coordination, scheduling, logistics, and operational matters. This includes technical and programmatic guidance, consultation, and support via all phases of the Instructional Systems Design (ISD) process, supporting VBA products, including: Talent Management System (TMS) Administrative Support (Learning Management Systems Administrator / Curriculum support), Instructor Web-based Training (IWT) and Virtual Training Support (Online Training Developer/Course Advocate support), ISD and Human Performance support, Training Delivery, and Training Administrative and Project support.
 - **VHA SimLearn National Center, Orlando, FL**
 - Provides clinical training support to the SimLEARN National Program Office.
 - Provides the Simulation Division and SimLEARN National Program Office with the products for efficient and effective conduct of highly organized, clinical training and execution of analysis, design, development, implementation, and evaluation phases of educational projects.
- **Sailor 2025 Ready Relevant Learning (RRL) Curriculum Development**
 - Sailor 2025 is the U.S. Navy's program to improve and modernize personnel management and training systems to recruit, develop, manage, reward, and retain the force of tomorrow more effectively. The RRL goal is to provide the right training at the right time in the right way for Sailors by developing a career-long learning continuum where training is delivered by modern methods to enable faster learning and better knowledge retention at multiple points throughout a career.
 - Developed AIM CPM, AIM LOM and interactive multimedia products IAW CDRLs and DIDs.
 - Aviation Boatswain's Mates, Aircraft Handling (ABH)
 - Fire Controlman Aegis (FCA) Aegis Weapon System (AWS) AEGIS Ballistic Missile Defense (BMD)
 - Fire Controlman (FC)
 - Operations Specialist (OS)
 - Quartermaster (QM)
 - Electronics Technician (ET)
 - Gunner's Mate (GM)
 - Sonar Technician, Surface (STG)
- **U.S. Military Curriculum Development**
 - Joint Forces Command (JFCOM) Equal Opportunity Policy Basic Training, Rule of Law and Financial Operations (IFO) curriculum
 - U.S. Navy MK 41 Vertical Launching Systems (VLS), Anti-Air Warfare (AWW), Anti-Submarine Warfare (ASW), Ballistic Missile Defense (BMD), Land Attack/Strike curriculum
 - U.S. Navy/Finnish Air Force F/A-18C/D Aircrew Computer Based Training (CBT)

- U.S. Air Force curriculum
- U.S. Coast Guard Training Center (USCG TRACEN) training
- U.S. Army Installation Management Systems Installation Support Modules (ISM) Range Facility Management Support System (RFMSS) curriculum
- U.S. Army Distributed Learning Education Training Products (DLETP)
- Concept of Operations (CONOPS) Capabilities-Based Assessment (CBA) Federal Aviation Administration (FAA) Air Traffic Controller Training Program
- Western Hemisphere Institute for Security Cooperation (WHINSEC) curriculum
- Armed Forces Communications and Electronics Association (AFCEA) International marketing
- **U.S. Navy General Military Training (GMT) Curriculum Development**
 - Developed mandatory GMT curriculum:
 - Suicide Prevention
 - Sexual Assault Prevention and Response Awareness
 - Suicide Prevention
 - Cyber Awareness
 - Counterintelligence Awareness and Reporting
 - Antiterrorism Level 1 Awareness
- **U.S. Army Sexual Harassment/Assault Response and Prevention (SHARP) Curriculum Development**
 - **INTERVENE:** When I recognize a threat to my fellow Soldiers, I will have the personal courage to INTERVENE and prevent sexual assault. I will condemn acts of sexual harassment. I will not abide obscene gestures, language, or behavior. I am a Warrior and a member of a team. I will INTERVENE.
 - **ACT:** You are my brother, my sister, my fellow Soldier. It is my duty to stand up for you, no matter the time or place. I will ACT. I will do what is right. I will prevent sexual harassment and sexual assault. I will not tolerate sexually offensive behavior. I will ACT.
 - **MOTIVATE:** We are American Soldiers, MOTIVATED to keep our fellow Soldiers safe. It is our mission to prevent sexual harassment and sexual assault. We will denounce sexual misconduct. As Soldiers, we are all MOTIVATED to act. We are strongest...together.
- **Defense Acquisition University (DAU) Curriculum Development**
 - **Mission:** Provide a global learning environment to develop qualified acquisition, requirements and contingency professionals who deliver and sustain effective and affordable warfighting capabilities.
 - **Vision:** An accomplished and adaptive workforce, giving the warfighter a decisive edge.
- **CDC Division of Adolescent and School Health (DASH) Curriculum Development**
 - CDC, through its Division of Adolescent and School Health (DASH), works to promote environments where youth can gain fundamental health knowledge and skills, establish healthy behaviors for a lifetime, connect to health services, and avoid becoming pregnant or infected with HIV or STDs.
 - Establishing a Lifetime of Healthy Behaviors
 - DASH Promotes Healthy Behaviors
- **U.S. Environmental Protection Agency (EPA) Curriculum Development**
 - The mission of EPA is to protect human health and the environment.
- **Centers for Medicare and Medicaid Services (CMS), Center for Clinical Standards and Quality (CCSQ), to provide support for the CMS Survey and Certification Group (SCG) National Surveyor Training Program (NSTP) Curriculum Development**
 - The CMS, CCSQ, SGC, Training Team is responsible for providing leadership, overall programmatic direction, and training to Regional Offices (ROs) and State Survey Agencies (SAs) for implementation and enforcement of health quality standards and safety requirements for Medicare/Medicaid providers and suppliers of health care services.