

Wendy Ross

Instructional Designer

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SUMMARY

Instructional Designer with 5 years of experience building enterprise learning programs from needs analysis through evaluation. I redesigned a global sales certification for about 24,500 learners and evolved a gamified cybersecurity awareness training used by 100,000+ organizations in 12 languages. I choose ADDIE, SAM, or Dick & Carey based on the project, and I work closely with SMEs to turn complex technical content into scenario-based training where learners practice decisions. I build with AI tools hands-on, with human oversight and instructional quality kept in charge.

PROFESSIONAL EXPERIENCE

Instructional Designer II | ESET | Remote | August 2021 to July 2026

Global sales certification (sales enablement)

- Re-envisioned the global sales certification for about 24,500 learners using SAM with elements of Dick & Carey, chosen for faster iteration with stakeholders.
- Pushed for a split-track approach, built by our cross-functional team, that let experienced learners test out while new learners kept full instruction. The experienced track grew from 32% of certification completions in 2025 to 37% in 2026 to date.
- Evaluated learner feedback, exam scores, and track completion data with our LMS lead, then led a review with the design team and global sales lead that set priorities for new competitive scenarios, media revisions, and localized product documentation.
- Built a reusable competitive scenario formula: swappable variables (buyer persona, competitor, customer concern, differentiator), a Good, Better, Best scoring rubric, and a structured output that used OpenAI, with identifying details removed and all output reviewed, to generate scenarios on a consistent structure.
- Brought in established selling frameworks so the global sales lead (our SME) could choose the one that fit our learners, giving them a frame before the competitive detail.

Cybersecurity awareness training (internal and customer-facing)

- Led the evolution of the gamified cybersecurity awareness training over five years on a two person team, owning content strategy, scripts and storyboards, review cycles, project and asset management, and the design and development of updates. It reaches 100,000+ organizations in 12 languages.
- Designed and developed the interactive cybersecurity awareness training using ADDIE: a story-driven course where learners take on a mission, make decisions, and see the consequences in a safe environment. Every storyboard scene tied to a performance objective and a decision point.
- Partnered with SMEs across ESET Research, PR, and threat hunting to turn threat intelligence into learner-centered training by prioritizing key concepts, cutting redundancy, and favoring practical decisions over information recall.

Across programs

- Guided localization of awareness and sales enablement training by preparing source content and working directly with localization teams and SMEs, so translated versions kept their instructional intent and technical accuracy.
- Independently evaluated emerging AI tools for instructional design and media production, prototyping workflows that kept human review in place.
- Storyboarded all media before production, and wrote and revised video scripts focused on hooks and runtime.
- Built a two-week self-directed onboarding job aid for a junior instructional designer on my own initiative.

Contract Instructional Designer | Humble Hare Learning Labs | Remote | June 2020 to July 2021

- Worked with a photography SME to analyze failure rate data among photography start-ups and identify key learning gaps among independents.
- Designed and developed eLearning on workflow organization for new photography businesses, building knowledge of CRM software through backwards design, learning theory, and storytelling.
- Delivered instructional strategies that mapped learning events, multimedia, and assessments to improve existing deliverables.

Visual Sales Manager and Trainer | The Container Store | Novi, MI | May 2016 to May 2020

- Found root causes of performance problems through observation and context instead of assumptions, which shaped coaching and process fixes and resolved issues faster than company standards.

- Led, coached, and developed team members through instructor-led and on-the-job training, performance evaluations, and individual development plans.
- Selected to support national store expansion based on sustained performance, helping with onboarding and training at new store openings.

EXPERTISE

Instructional Design: ADDIE, SAM, Dick & Carey, Needs Analysis, Curriculum Design, Learning Objectives, Storyboarding, Andragogy, Scenario-Based Learning, Assessment Design, Kirkpatrick Evaluation (Levels 1 and 2)

Collaboration and Delivery: SME Collaboration, Cross-Functional Collaboration, Project Planning, Localization

Tools: Storyline, Rise 360, Docebo, SCORM, SharePoint, Jira, ClickUp, Vyond, Parta, Camtasia, Adobe Creative Suite (Illustrator, Photoshop, Audition, Character Animator), OpenAI, ElevenLabs, Runway, Synthesia, Midjourney

EDUCATION AND CERTIFICATIONS

BFA | College for Creative Studies

Instructional Designer Certification | IDOL Academy

Storyline Skilled Certification | IDOL Academy

AI Prompts for Gamified Learning Design | LinkedIn Learning | June 2026

Data-Driven Learning Design | LinkedIn Learning | April 2021