

Tess C. Taylor, M.Ed.

Instructional Designer & Content Creator

Focused on creating meaningful human-centered training that empowers learners and strengthens professional development outcomes.



www.courseink.com

Who is Tess?

M.Ed. — Instructional Design

10+ Years Industry Experience

Creative & Innovative

Instructional Designer, Content Developer & Human Resource Professional

Managing quality knowledge and learning content in all formats — from web to print — with a focus on accessible, outcomes-driven design. My professional background includes:



Content Specialist — Visa University, Mastercard, Benefitfocus, LTG Inc., Wisewire, Simply Compliance, Luma Brighter Learning, Leo Learning, One Call, and more



Subject Matter Expert — About.com (The Balance) Employee Benefits



Editor — HR Dive (Learning & Recruitment channels)



Primary Content Creator — Thrive Courses



Director of Jobs — eLearning Industry



Featured in Forbes, HR Magazine, US News, Dale Carnegie, Compensation Today

Writing Samples

Titles are linked

SHRM – HR Magazine

[Should Companies Relax Their Dress Codes?](#)

Exploring policy shifts in workplace attire and their impact on culture and compliance.

AIHR – Academy to Innovate HR

[How to Close a Performance Gap in Your Team](#)

Practical strategies for leaders to diagnose skill gaps and implement targeted learning solutions.

Forbes

[The Costs of Training New Employees, Including Hidden Expenses](#)

An in-depth look at the full financial picture of onboarding — from direct training costs to the hidden productivity losses organizations often overlook.

Also featured in:

- Forbes
- US News
- HR Magazine
- Dale Carnegie
- Compensation Today
- HR Dive

Instructional Design

eLearning Portfolio Highlights



Emotional Intelligence and Self-Leadership Masterclass

Effective Presentations

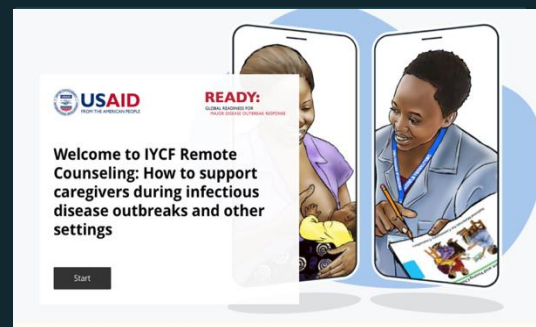
[View Sample →](#)



Workplace Violence in Healthcare Prevention Training

Compliance Training

[View Sample →](#)



IYCF Remote Counseling Training

USAID & READY

[View Sample →](#)



Bchex / Screening Hero

Screening Hero Masterclass

Instructional Design & Scripting

SHRM-Certified · 3.5 PDCs

A free SHRM-certified background check masterclass for HR, talent, and operations leaders — built by the Bchex team, who has run more than 40 million background checks since 1995. Covers FCRA compliance, vendor vetting, and adverse action processes that hold up to audit.

14

Course Modules

Self-Paced

Format

2,000+

Orgs Trust Bchex

What Learners Master

- FCRA compliance & legal obligations
- 5-stage SOARR screening framework
- Background screening vendor vetting
- Adverse action process & audit-readiness
- Individualized assessment best practices
- Continuous post-hire monitoring strategies

My Contribution



End-to-end instructional design across all 14 modules



Full script writing for video and narration content



Adult learning frameworks and SHRM alignment



Learning objectives, assessments & knowledge checks



Designed for HR, talent & operations audiences

[View Course →](#)

Conversion Rate Optimization Learning Path

My Contribution

Co-created with Shopify's Growth Services team, this learning path teaches data-driven CRO audits and optimization roadmaps using frameworks from Shopify's expert team.

Includes hands-on activities, downloadable templates, checklists, and expert insights.

4

Courses

~45 min

Avg. Duration

Beginner+

Level

shopifyacademy.com →



35 min

Understanding CRO

CRO Overview & Best Practices

Use CRO to maximize a Shopify store's potential. Covers consumer behavior, best-practice frameworks, and audit methodology.

[View course →](#)



45 min

CRO Implementation & Testing

A/B Testing & Hypothesis Building

Apply A/B and multivariate testing to drive data-driven improvements. Formulate, implement, and evaluate CRO tests using proven methodologies.

[View course →](#)



Video

Video: CRO with Shopify

Spotlight — Consumer Behavior

Introduces CRO as a vital tool for online stores, highlighting how it reveals effective strategies for product presentation and store performance.

[View course →](#)



Crane U

NCCCO™ Mobile Crane Certification Course

A+ Rated

Course Content Development

Assessment Design

NCCCO™ Exam Prep

A comprehensive online certification training system targeting the written portion of NCCCO™ exams — designed to bridge the gap between field experience and test requirements. Every lesson was built to address material that has challenged over 10,000 students, transforming experienced operators into confident, exam-ready test-takers.

10,000+

Students Trained

3 Types

Crane Specializations

Online

Self-Paced Format

Crane Type Specializations

TSS

Telescopic Boom Fixed Cab

TLL

Telescopic Boom Swing Cab

LAT

Lattice Boom Crane

My Contribution



Full course content development for all modules



Written lesson design targeting NCCCO™ exam gaps



Structured curriculum bridging field experience & testing



Assessment and knowledge check design throughout



Aligned to highest NCCCO™ pass rates in the industry

[View Course →](#)



Lead Volunteers — Master Level Course

DFY

Done For You

Course Content Development

Job Aid Design

Nonprofit / Faith Community

A master-level eLearning course for churches and nonprofits tackling the hardest challenge in ministry — gaining and retaining volunteers. Covers a proven Recruit–Train–Retain framework across 4 modules, 70+ videos, and 100+ pages of reflective content, all built as a "Done For You" resource for unlimited users.

70+

Training Videos

100+

Pages of Content

71

Job Descriptions

The RTR Framework

Recruit

Uncover gifts, pre-recruit, get results

27 videos · 49 pages · 20 downloads

Train

Smarter meetings, higher effectiveness

10 videos · 28 pages · 6 downloads

Retain

Stop the revolving door, gain momentum

27 videos · 49 pages · 35 downloads

My Contribution



Full course content development across all 4 modules



71 "Done for You" job descriptions & role aids



"Train Without the Meeting" video lesson design



Reflective exercises and paradigm-shifting activities



Human-centered design for faith community audiences

[View Course →](#)



ExpertRating

Human Resource Management Certification

An industry-recognized online certification covering the fundamentals and advanced techniques of HRM — from talent acquisition to performance management.

2-4 Weeks

Duration

Online / Self-Paced

Format

Courseware + Exam

Includes

Curriculum Highlights

- History & Theory of HRM
- Talent Acquisition & Hiring Decisions
- Employee Engagement & Motivation
- Benefits Administration
- Workplace Communication
- Performance Management

My Contribution



In-depth courseware with expert tips and examples



Full practice exams created for HR audience



Ensured full adherence to SHRM BoK for current testing term

[View Course →](#)

Micro-learning

Bite-sized learning
designed for the
modern workforce.

- Mobile-first design
- 5–10 minute modules
- Just-in-time delivery
- Performance support

Featured Microlearning Example

Luma eNugget® Learning Platform

Psychological Safety at Work

A concise, research-grounded eNugget exploring what psychological safety is — and what it is not. Based on Harvard professor Amy Edmondson's framework, this module helps learners build safer, more innovative teams.

[View Course →](#)

30+ Languages

Mobile-First

- Bite-sized reading content + embedded knowledge checks
- Just-in-time delivery on any device
- Covers innovation, decision-making, engagement & team growth
- Multi-language accessible to diverse global workforces

Full Portfolio

Technical & Learning Content

Browse my full collection of instructional design projects, eLearning modules, knowledge management systems, and content strategy samples — all available for review.

[View Full Portfolio](#)

courseink.com/instructional-design

I am happy to share additional samples upon request.

Mini Courses  Adults prefer learning new things on the go. Micro-learning and mini-courses provide learning on demand.	Leadership Series  A current series of courses designed with the modern leader in mind. Built in Storyline and published to Rise.	Video Learning  Video is one of the most engaging and personalized learning mediums today. Please review some VILT samples.
Human Resource Management Certification  Complete refresh of a comprehensive certification course for human resource professionals seeking advanced career growth.	The Complete Environmental Management Implementation Course  Designed to make the implementation of an Environmental Management System an efficient and smooth process. Course developed from start to launch.	Workplace Violence In Healthcare Prevention Training  Developed content and PowerPoint presentation (storyboards) for a California Compliant Title 8, Section 3342 e-learning course.

Why Choose Tess for Your Next Project?



Passionate about accessible, end-to-end course development



Makes complex technical subjects comprehensible and engaging



Deep grounding in adult learning theory and universal design



Objectives-based learning with measurable, trackable results



Rapid learner of new products, processes, and procedures



Sharp eye for detail across development and QA phases



Ability to manage multiple projects and tasks in an agile workflow



Strong interpersonal skills with all stakeholders and SMEs