Amber Taylor

Instructional Designer

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EXPERIENCE

2022 - Present **Go-to-Market Enablement Consultant**

LinkedIn

- Design and implement scalable, tech-focused enablement programs, including user documentation, automation tools, and digital learning experiences
- Partner with marketing, sales, and product leadership to define go-to-market strategies for new tools and features
- Recommend comprehensive learning solutions and champion learning standards and best practices
- Build and maintain a library of enablement resources including training modules, microlearnings, playbooks, and certifications
- Manage multiple large, complex projects within budget and time constraints

2021 - 2022 **Instructional Developer**

Tesla

- Define learning objectives, assess learners, and set performance outcomes
- Create educational content demonstrating how to navigate tools, software, and platforms used in workflows
- Develop instructor manuals, participant guides, quick-reference guides, activities, and job aides to support all training delivery
- Perform summative and formative evaluations to assess effectiveness of training
- Manage multiple projects independently towards tight deadlines

2019 - 2021 **Instructional Design Consultant**

PG&E - The Mosaic Company

- Conduct needs analysis to identify learning gaps and performance needs
- Create user documentation and training materials for Instructor-led Training (ILT) and Web-based Training (WBT)
- Write learning objectives, create storyboards, and develop content working with subject matter experts

- Design innovative learning solutions that enhance learner engagement
- Evaluate training effectiveness through surveys, assessments, and KPIs

2018 - 2019   **Instructional Designer**

John F. Kennedy University

- Create instructional videos and eLearning modules that accurately reflect course material, university standards/brand voice, and professors' teaching style
- Design interactive and engaging content using multimedia tools
- Integrate multimedia elements to enhance engagement and retention
- Manage training content within the Learning Management System (LMS)
- Implement feedback mechanisms to gauge learner satisfaction and performance

EDUCATION

San Francisco State University
Bachelor of Arts - Liberal Studies

Berkeley City College
Associate of Arts - Digital Communication and Multimedia

SKILLS

- Articulate 360
- Camtasia
- Synthesia
- Vyond
- LMS
- Figma
- Microsoft Office Suite
- Adobe Creative Suite

CERTIFICATIONS

Data-Driven Learning Design
LinkedIn - Sep 25, 2025

Generative AI in Learning and Development
LinkedIn - Aug 25, 2025

How to Create Executive-Level Data Visualizations
LinkedIn - Sep 25, 2025