

JASMINE REDDINGTON

Boston, MA | 508-954-0674 | jasmine.reddington@gmail.com | [My Portfolio](#)

CREATIVE LEADER

With 9+ years of professional experience, I have built my career around helping others turn abstract ideas into powerful and innovative outcomes by aligning creative concepts with broader business objectives.

AREAS OF EXPERTISE

Business operations: Through strong organizational, time, and project management skills, I support organization strategies and drive outcomes by establishing efficient methods and processes to run projects smoothly.

Creative design: I use my creative mindset to generate ideas and develop a plan for execution. I can look beyond normal details to create something more powerful that will resonate with the audience.

Thought leadership: By providing unique perspective and guidance on my expertise, I inspire collaboration and innovation across high-performing teams.

PROFESSIONAL EXPERIENCE

Creative Freelancer

Visual Designer

2023-Present

Medtronic | 2013-2023

Creative Lead, Culture Circles Development Program

2015-2023

- **Key accomplishment:** Spearheaded the design, development, delivery, and evaluation of comprehensive learning and development material tailored to enhancing the program and professional growth of participants.
- **Key accomplishment:** Increased participant usage of program resources by 20% by leading and executing the developing of a central location and thoughtfully designed SharePoint site.
- Partnered with a cross-functional team to assess the learning needs, identify skill gaps and training requirements, and modify the program to provide continuous improvements as needed.
- Facilitated engaging training sessions, coordinated the scheduling and planning of communications, and supported the coordination of in-person and virtual events, ensuring seamless execution.
- Worked with a project manager to manage the budget, monitor spending, and oversee vendor relationships to ensure cost-effective and high-quality training solutions.
- Led diverse teams of creatives, instructional designers, developers, and project managers, providing guidance and direction, equipping them with tools they needed to successfully execute projects.
- Acted as interim Program Lead while the Program Lead was on her 7-month maternity leave, managing all aspects of the program, including managing the partnership with leaders and stakeholders to guarantee their involvement in program activities and future program success.

Senior Principal, Creative Media & Design, Global Sales Excellence

2019-2023

- Partnered with stakeholders to develop programs for diverse topics, including upskilling, coaching, leadership, and selling techniques.
- Contributed to assessing the effectiveness of training programs impact and provided areas of improvement and recommended changes to continually evolve programs.
- Championed the cohesiveness and collaboration of creative team members across multiple teams to continue driving world-class training material that optimized the learner's experience.

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Principal, Creative Media & Design Specialist, Training Operations

2017-2019

- **Key accomplishment:** Took raw data and transformed it into an interactive, easily navigated assessment report that captured responses of 2,700+ APAC sales force members, resulting in the partnership between U.S. and APAC sales training departments.
- Developed templates for instructor-led courses, self-directed courses, job aids, facilitator guides, and participant guides to speed up development of new training material.
- Provided unique guidance and thought leadership to two contractors that led to their permanent employee status.

Senior Creative Media & Design Specialist, Training Operations

2016-2017

- Provided best practices and process improvements for developing curriculums and training material.
- Created meaningful learning material and training programs, focusing on the 70-20-10 adult learning method, designed to enhance sales capabilities, sharpen skills, and increase coaching and leadership ability.
- Onboarded 6 creative contractors, teaching them how to design material that followed company brand guidelines and was compliant with our department standards.

Creative Media & Design Specialist, Training Operations

2015-2016

- Created a rebrand strategy that transitioned 75+ training assets into new company brand.
- Transitioned 10+ printed training guides into interactive digital guides.

Graphic Designer, Curriculum Design

2013-2015

- Collaborated with instructional designers to create visually appealing, print-ready training guides and digital training presentations for training managers to educate sales representatives.

PROFESSIONAL AND COMMUNITY LEADERSHIP

Executive member, Communications and Technology | TrustBuilder

2022-2023

- Led the program communication rollout and technology use for a 3-month learning and leadership development program at the Michigan State Police.

EDUCATION AND AWARDS

Emerson College | Bachelor of Science, Marketing Communications

2010

Awards | Leadership Award - Achieve, Collaborator Award

TECHNOLOGY AND TOOLS

Design Tools | Adobe Creative Suite, Camtasia, Microsoft Office

Project Management | LiquidPlanner, SmartSheets, Workfront

Learning platforms | Allego, Articulate 360, Cornerstone (LMS), Degreed