Jacob Grimm

INSTRUCTIONAL DESIGNER | CREATIVE WRITER

Stockton, CA | 812.606.4151 | jgrimm.lit@gmail.com |
Portfolio: jgrimmwriting.wixsite.com/jgrimmwriting

Organizational Value

Instructional designer and creative writer with over 20 years in education, 15 years in eLearning, and deep experience producing narrative-driven, kid-focused media.

Expert in turning complicated learning objectives into thoughtfully-structured digital experiences using Storyline, multimedia scripting, gamification, and AI-enhanced workflows. Known for attention to detail, clear communication, and creative problem-solving.

Experience

Freelance Instructional Designer / Writer | Multiple employers **2019 – present**

- Custom-built 800+ engaging multimedia learning experiences.
- Recorded and edited voiceover for over 500 online lessons.
- Scripted and developed knowledge checks, enrichment activities, and games.
- Produced illustrations for children's books using AI art generation.

Content Writer / Video Production Manager | Institute of Reading Development **2009 – 2018**

- Scripted hundreds of web episodes and authored 500+ interactive learning modules.
- Composed 60+ children's songs and authored 12 children's books.
- Supervised multiple simultaneous video productions; thousands of videos created.
- Led development meetings and provided creative problem-solving under tight deadlines.
- Built complex, interdependent project timelines for parallel execution.
- Hired and supervised production crews, illustrators, and post-production editors.
- Auditioned, cast, and directed 40+ actors (ages 7-70).
- Coordinated scheduling and filming for 500+ student / parent testimonials.

Project Coordinator (Application Development) | Institute of Reading Development **2007 – 2009**

- Translated CEO's application requests into buildable specifications for technical staff.
- Trusted with drafting initial responses for the CEO's public-facing email account.
- Coordinated cross-team communication, scheduling, and project tracking.
- Supported instructor-led programs with documentation and workflow management.

Classroom Teacher (Reading) | Institute of Reading Development **2006 – 2008**

- Delivered K–12+ reading instruction. From early phonics to college textbooks.
- Managed classrooms of 18-30 students in real space, real time.
- Assessed and assigned reading levels, coached students for growth.

Curriculum Developer | Next Knowledge, LLC **2004 – 2006**

- Authored curriculum, tutorials, and technical documentation.
- Developed online learning materials and assessments.

Education

eLearning Designer's Academy Instructional Design Certificate **2026**

DeepLearning.AI, Generative AI for Everyone – Certificate **2026**

Belmont University, Bachelor of Arts **2000 – 2004**

Major: Philosophy | Minor: Music

Writing Awards (Belmont University)

Alfred Crabb Writing Award (2003, 2004)

Research Symposium Writing Award (2003, 2004)

Stacey Awalt Writing Award: 2nd Place (2003), 1st Place (2004)

Core Strengths

- **Creative Writing & Media Production:** Scripts, children's books, songs, interactive content, micro-copy, character development, narrative design.
- **Instructional Design & eLearning Development:** Start-to-finish course authoring, learning needs analysis, storyboarding, assessment design, gamification, LMS workflows.
- **Project Leadership:** Multi-team coordination, production scheduling, talent direction, cross-functional collaboration, QC and content review.
- **AI-Enhanced Workflows:** Prompt engineering, AI-assisted illustration, asset creation.
- **Tools:** Articulate Storyline, MS Office, audio editing, basic video editing, LMS and content management systems, familiarity with animation work flows.