

## Contact

dwaynecuster@gmail.com

www.linkedin.com/in/dcusma  
(LinkedIn)

## Top Skills

Training  
Leadership Development  
Leadership

## Certifications

Design Thinking: Prototyping  
Design Thinking: Customer Experience  
Conducting a SWOT Analysis  
What Is Business Analysis?  
Instructional Design Essentials: Models of ID

## Publications

Autoethnography as a Transformative Research Method  
Becoming: Transformative Storytelling for Education's Future, edited by Laura Colket, Tracy Penny Light, and M. Adam Carswell  
A Father's Death: The Therapeutic Power of Autoethnography

# Dwayne Custer, M.A., M. Ed.

Instructional Designer, Program Designer, Researcher, Author, PhD Candidate

Portland, Oregon, United States

## Summary

I have over 20 years of experience in the areas of instructional, website, and graphic design, as well as leadership and organizational development, human resource management and transpersonal education.

In addition, I have a Master of Arts in Transpersonal Psychology, a Master of Education in Adult and Higher Education, and am pursuing a PhD in Transformative Studies. I am a published author in the field of autoethnography and qualitative research.

## Primary Talents

- Interpret internal/external business issues and recommends best practices
- Solve complex problems; take a broad perspective to identify innovative solutions
- Work independently, with guidance in only the most complex situations
- Interpret business challenges and recommends best practices to improve products, processes, and services
- Lead others to solve complex problems; takes a broad perspective to identify innovative solutions
- Explain difficult concepts and influences others to adopt a different point of view
- Manage projects and programs with moderate resource requirements, risk and/or complexity

---

## Experience

### Verizon

Instructional Designer, Program Designer  
October 2018 - Present (4 years 3 months)

Portland, Oregon, United States

- Design, develop, and deliver comprehensive training strategies (end-to-end)
- Ensure training strategies can scale across multiple business dimensions and serve the unique needs of the global population
- Build and execute training content
- Effectively plan, scope, and manage multiple deliverables and project timelines
- Partner with various collaborators to build consistent, efficient, and collaborative training strategies, foundational tools, and frameworks
- Create partnerships to listen and consolidate real-time insights from employees and stakeholders related to training and learning
- Create a baseline of metrics to evaluate success of foundational learning strategies

## Nike

### Digital Project Manager (contract)

February 2015 - July 2018 (3 years 6 months)

Beaverton, Oregon

- Designed, created, executed, and measured learning experiences and media content
- Collaborated with subject matter experts to create quality learning experiences and media content
- Designed and constructed over 20 SharePoint websites for internal teams and programs
- Maintained and provided ongoing administration of websites
- Developed effective communication strategies
- Produced graphic art and visual materials for instructional courses, websites, and printed media

## Omedia Interactive

### Researcher and Project Manager

May 2014 - January 2015 (9 months)

Beaverton, Oregon

- Designed, created, and maintained various websites and media content
- Conducted qualitative research and heuristic analysis for various tech products for Intel
- Lead recruitment, management, and administration of contract employees outsourced to Intel

## Intel Corporation

### Instructional Designer and Recruiting (contract)

June 2013 - May 2014 (1 year)

Hillsboro, OR

- Developed and maintained websites centered around employee learning experiences
- Collaborated and participated in enhancing and sustaining digital media for employee training programs
- Assisted with other projects as needed to support a global and diverse workforce

---

## Education

California Institute of Integral Studies

Doctoral, Transformative Studies · (August 2021 - August 2024)

Oregon State University

Master of Education - MEd, Adult and Higher Education · (August 2019 - June 2021)

Institute of Transpersonal Psychology

Master's Degree, Transpersonal Psychology · (August 2012 - June 2014)

Oregon State University

Bachelor of Science (B.S.), Introspective Psychology in Education · (January 2011 - June 2012)