

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.

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

Portland, Oregon, United States

Summary

A highly skilled content creator, influencer, and researcher with over 20 years of experience in designing and developing effective and engaging instructional materials for a variety of audiences.

Skills:

- Extensive knowledge of instructional design methodologies and best practices.
- Experience with a variety of authoring tools including Articulate Storyline and Adobe Captivate.
- Strong project management skills including the ability to manage multiple projects simultaneously.
- Excellent communication and collaboration skills.
- Experience with learning management systems (LMS) and eLearning standards such as SCORM and xAPI.
- Strong leadership and mentoring skills.

Experience

Walmart

Sr. Analyst Learning and Development

December 2023 - Present (6 months)

Portland, OR

- Design and develop training materials, communications, and operational processes by identifying business and performance needs, translating technical information into concise training content, facilitating project team meetings, organizing timelines, evaluating training effectiveness.
- Complete post-training audits by reviewing support requirements, communicating feedback to stakeholders, establishing required actions, overseeing development of remediation plans, executing updates, validating training content, addressing organizational needs.

- Deliver training to target audience by collaborating with business units, participating in site readiness assessment, collaborating with training delivery teams, maintaining consistency through quality control measures, providing training results.
- Develop and design new training methodologies and tools by researching alternative processes, benchmarking with internal and external organizations, implementing new programs.
- Enhance learner experience by ensuring conducive learning environment, engaging subject matter experts, managing associate performance, gathering feedback, analyzing data, implementing program improvements, maintaining training equipment.
- Demonstrate adult education expertise by providing guidance, supporting customer and business needs, building commitment.

Verizon

4 years 9 months

Instructional Designer

October 2018 - June 2023 (4 years 9 months)

Portland, Oregon

- Collaborated with subject matter experts and stakeholders to analyze training needs and designed effective training solutions.
- Developed and implemented innovative and engaging instructional strategies that aligned with organizational goals and objectives.
- Designed eLearning courses using a variety of authoring tools including Articulate 360 (Storyline, Rise), Adobe Creative Suite, Microsoft Office, Google Suite, and other proprietary software.
- Created instructional materials including eLearning modules, instructor-led training, job aids, and simulations.
- Managed instructional design projects from inception to delivery, ensuring timely completion within budget and scope.
- Conducted quality assurance reviews of instructional materials to ensure accuracy, consistency, and alignment with learning objectives.
- Lead and mentored a team of instructional designers and trainers/facilitators to deliver high-quality training solutions.
- Stayed up to date with emerging trends and technologies in the field of instructional design and implemented best practices in instructional design.

Project Manager

October 2018 - June 2023 (4 years 9 months)

Portland, Oregon

- Identified the competencies required for a various roles within the organization and assessed the skills and knowledge of individuals and teams (domestic and international) to determine gaps.
- Established clear and specific competency development goals for individuals and benchmarks and timelines for achieving these goals.
- Provided training programs, courses, workshops, and access to educational resources that aligned with identified competencies.
- Provided regular feedback and assessments to help individuals and teams track their progress.
- Offered guidance and support through coaching and mentoring relationships.
- Connected individuals with experienced professionals at Verizon and Yahoo who could share knowledge and expertise.
- Fostered a culture within the organization that valued continuous learning and growth.
- Managed international vendor relationships and provided new hire and functional development • opportunities for over 300 employees in India.
- Clearly communicated the importance of competency development to individuals and teams.
- Analyzed the impact of improved competencies on productivity, innovation, and overall performance.

Program Manager

October 2018 - June 2023 (4 years 9 months)

Portland, Oregon

- Responsible for overseeing and managing a group of related projects and initiatives that aligned with Verizon's strategic objectives (Customer Relationship Framework, Mastering Matrixed Organizations, etc.).
- Defined each program's objectives and scope, developed a detailed program plan, including timelines, milestones, resource requirements, governance, and decision-making processes.
- Identified and engaged key stakeholders, including senior leadership, project managers, team members, and external partners to communicate program goals, progress, and risks on a regular basis.
- Allocated and managed resources for each program to ensure that they were used efficiently.
- Identified and assessed risks associated with each program and implemented risk mitigation strategies.

- Coordinated and oversaw the execution of individual projects within the program and monitored progress to ensure that they aligned with program objectives.
- Managed changes to program scope and objectives, including assessing their impact and obtaining necessary approvals.
- Defined key performance indicators (KPIs) and metrics to measure program success, and analyzed program performance against established KPIs.
- Identified opportunities for process improvement and efficiency gains within each program, and implemented best practices and lessons learned.
- Facilitated effective communication within the program team and with stakeholders, and provided regular updates and reports to senior leadership and other relevant parties.

Oregon State University

Curriculum Developer and Teaching Assistant

June 2020 - June 2021 (1 year 1 month)

Portland, Oregon, United States

- Worked closely with subject matter experts and faculty to design and develop curriculum materials for various academic programs and courses (Zoology department and UXD adult education program).
- Developed and updated course content, including syllabi, lectures, assignments, assessments, and multimedia resources.
- Assisted faculty with course facilitation and coached students as needed.
- Ensured content was current, accurate, and aligned with the latest developments in the field.
- Incorporated technology-based tools and resources to enhance the learning experience.
- Reviewed and revise existing curriculum materials to maintain relevance and effectiveness.
- Gathered feedback from instructors and students to continually improve curriculum materials.
- Communicated and coordinated effectively with cross-functional teams to ensure a seamless curriculum development process.
- Managed curriculum development projects simultaneously, ensuring deadlines and milestones were met.
- Maintained accurate records of curriculum development progress and resources used.

Nike

3 years 6 months

Instructional Designer

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

Functional Development Program Designer

February 2015 - July 2018 (3 years 6 months)

Beaverton, Oregon

- Identified the competencies required for various roles in Global Supply Chain.
- Set clear and specific competency development goals for individuals and teams by establishing benchmarks and timelines for achieving those goals.
- Designed resources to assist employees and leaders (toolkits, presentations, courses, job aids, communications, websites, etc.)
- Linked competency development efforts to performance evaluations and career advancement opportunities.
- Fostered a culture within the organization that values continuous learning and growth.
- Clearly communicated the importance of competency development to individuals and shared regular progress updates and success stories to motivate others.
- Ensured that competency development efforts aligned with the broader goals and strategies of the organization.
- Analyzed the impact of improved competencies on productivity, innovation, and overall performance.

Website Developer

February 2015 - July 2018 (3 years 6 months)

Beaverton, Oregon

- Responsible for designing, creating, and maintaining over 20 SharePoint websites for Supply Chain and HR, including various COO teams (domestic and global).

- Gathered and analyzed the requirements of the project stakeholders to understand their goals and objectives for each website.
- Created a detailed plan and architecture for the website, including the site structure, navigation, and user experience (UX) design.
- Developed the user interface (UI) of each website using technologies like HTML, CSS, and JavaScript.
- Ensured that the websites were visually appealing, responsive, and functional across different devices and browsers.
- Optimized each website for speed and performance, including minimizing page load times, optimizing images and other assets, and implementing caching techniques.
- Thoroughly tested each website to identify and fix bugs, compatibility issues, and usability problems.
- Deployed each website to a production server, configured server settings, and ensured that everything was functioning correctly in the live environment.
- Continuously monitored each website for issues.
- Created documentation for the website's codebase, database structure, and custom functionalities to assist other developers and maintainers.
- Communicated regularly with project stakeholders to provide updates on the project's progress and address any concerns or requests.
- Worked closely with designers, content creators, and other team members to ensure that each website met the project's goals and objectives.

Global Leadership Development Program Designer

February 2015 - July 2018 (3 years 6 months)

Beaverton, Oregon

- Assisted with identifying, nurturing, and enhancing the leadership skills and qualities of individuals within Nike's Supply Chain Organization. The primary goal was to cultivate a pipeline of effective leaders who could drive the organization's success and adapt to changing circumstances.
- Identified potential leaders within the organization through various methods, such as performance reviews, assessments, and feedback from managers and colleagues.
- Worked with potential leaders to create personalized development plans that addressed strengths and areas for improvement for program participants. These plans included training, coaching, mentoring, and other development opportunities.
- Provided leadership training programs and workshops that covered essential leadership skills, such as communication, decision-making, conflict resolution, and emotional intelligence.

- Assisted with the pairing of potential leaders with experienced mentors to provide guidance, feedback, and support as the participants grew in their leadership roles.
- Collaborated with HR and senior management to create succession plans that ensured smooth transition of leadership positions when needed.
- Designed and implemented leadership development content that aligned with the organization's strategic goals and values (workbooks, job aids, functional development, websites, presentations, etc.).
- Assisted leaders in improving their communication skills, including the ability to articulate a vision, provide clear direction, and engage and motivate their teams.
- Prepared leaders to navigate and lead their teams through organizational changes, fostering adaptability and resilience.
- Assessed the effectiveness of the GLDP and initiatives, making adjustments as necessary to ensure continuous improvement.
- Maintained records of leadership development activities, progress, and outcomes, and provided regular reports to senior management.

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, Oregon

- 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)