

# Mark D. West

206-755-2200

[www.linkedin.com/in/markwestdesignpro](http://www.linkedin.com/in/markwestdesignpro)

[m@markdwest.com](mailto:m@markdwest.com)

---

**From multiple forms of visual design, to curriculum development and classroom facilitation, to instructional design and development—I create online, virtual, hybrid and in-person learning success stories** that increase individual and organizational effectiveness, productivity and profitability. In developing long-term roots, I am interested in continuous improvement and putting valued skillsets to work for **you**.

---

## CORE STRENGTHS

- Collaborative iterator, translator and distiller of complex content into actionable learning.
  - Author/contributor to books including *“Stories That Move Mountains”* and *“Patience and Possibility.”*
  - 15 years of engaging classroom delivery, and over twenty years in visual design, that brings a maximum value to learning experiences.
  - A strategic, creative, forward thinker, moving from details to big picture. The mix of design thinking and rapid prototyping are at the table early for strategic conversations.
  - Software includes: Storyline, Photoshop, Illustrator, InDesign, Acrobat, Office, Sway and Camtasia.
  - Collaborative file management and LMS tools include: EEDO Force Ten, Team Foundation Server/Visual Studio, and StarTeam.
  - Constantly learning and engaging a growth mindset, leveraging new technologies and techniques.
- 

## EXPERIENCE:

### RESOURCES GLOBAL PROFESSIONALS SR. INSTRUCTIONAL DESIGNER (RGP EMPLOYEE)

PHOENIX, AZ  
JUNE 2020 – DECEMBER 2021

Supported training efforts for a power utility co-op, working across functional groups to create integrated training to support organizational changes and initiatives. Deliverables include templates, reformatting training, and the creation of job aids and additional classroom training. Clients have included: Chugach Electric, Southern California Edison, Lumentum and Builders First Source.

### GP STRATEGIES LEAD INSTRUCTIONAL DESIGNER (GP EMPLOYEE)

COLUMBIA, MD  
JUNE 2019 – APRIL 2020

**Lockheed Martin Space & Aeronautics:** Led technical training efforts in Lockheed Martin Space projects focusing on critical thinking skills for internal employees, directing additional instructional design resources when needed. Projects included Storyline eLearning, as well as modernizing existing classroom training. **Microsoft:** Assessed needs for Marketing onboarding training, created highly visible Challenger sales training methodology using Sway.

### MICROSOFT: SHORT-TERM PROJECTS GRAPHIC/PRESENTATION DESIGNER (CONSULTANT)

REDMOND, WA  
JULY 2015 – SEPT 2018

Delivered materials to educate/inspire internal audiences within the Advanced Prototyping Center, driving awareness of early hardware development for the Devices Group.

### CONTENT DESIGNER & DEVELOPER (CONSULTANT)

Supported continuous education and success of enterprise-level sales for Microsoft Products and Services Agreements, through licensing tool software training for multiple roles on the Next Generation Volume Licensing (MSIT) team.

### SR. INSTRUCTIONAL DESIGNER (CONSULTANT)

Development of eLearning, virtual and instructor-led courses for Microsoft Research partners and affiliates.

### BILL & MELINDA GATES FOUNDATION, SEATTLE, WA

FEB 2014 – JAN 2015

### SR. INSTRUCTIONAL DESIGNER (CONSULTANT)

Supported Internal International Global Health Program employees with 100-level eLearning courses developed in Storyline. Enabled Foundation Assistants to better serve Program Managers and Directors through blended learning, resulted in updated tools and resources for just-in-time job effectiveness.

# Mark D. West

206-755-2200

[www.linkedin.com/in/markwestdesignpro](http://www.linkedin.com/in/markwestdesignpro)

[m@markdwest.com](mailto:m@markdwest.com)

---

## **BOEING, EVERETT, WA INSTRUCTIONAL SYSTEMS DESIGNER (CONTRACTOR)**

**JUNE 2008 – MAY 2009/OCT 2010 – FEB 2011**

Through multiple projects, acted initially as course developer, working with storyboards, and later all all-up instructional systems designer. Using the EEDO-Force Ten LMS and Captivate, eLearning courses were created to prepare employees for repairing and flying aircraft. Ongoing readiness was SCORM-compliant comprehensive content.

## **LONG-TERM CONSULTING: MICROSOFT**

### **SR. INSTRUCTIONAL DESIGNER/TRAINING MGR. (CONSULTANT) JUNE 2011 – DEC 2013**

Leveraging retail store leaders and trainers on a national level, led Xbox and Windows Phone training, reducing employee attrition and increasing sales effectiveness through SCORM-based just-in-time ILT/OLT product/demo/sales training. Led larger training efforts with external vendors, and participated in strategic longer-term training initiatives. Diverse internal/external retail audiences included trainers, managers, front-line sales people, customers, and enterprise-level training. Led ongoing customer in-store class programming support for class trainers through hands-on training material development and the leading of external vendors.

## **OTHER TRAINING PROJECTS: INDEPENDENT CONSULTANT**

### **SIMPSON STRONG-TIE, ZILLOW, MAC COSMETICS, AUTEL ROBOTICS AND CASA OF LA. (REMOTE)**

**JAN 2014 – PRESENT**

Holistic Storyline eLearning experiences supported effective use of internal tools for tracking employees, compliance, or driving sales.

### **PEOPLEREADY, TACOMA, WA**

**NOV 2016 – AUG 2017**

Readied internal employees and field associates for success in CA Wage & Hour Laws compliance certification via Storyline eLearning experiences and other modern, accessible learning strategies. Also, developed software training and interactive job aids, raised effectiveness for managing and tracking employees.

### **7-ELEVEN CORPORATE, DALLAS, TX**

**JUNE 2015 – JUNE 2016**

Regional Managers and Franchisees were put in the driver's seat for effective store relationship building and store development through a new instructor-led training program enabling success at the regional level.

## **ADDITIONAL EXPERIENCE (VISUAL DESIGN)**

**1995 – 2009**

**FULL-TIME GRAPHIC DESIGN/ART DIRECTION POSITIONS SNAPSHOT INCLUDES:** Textile production, game development, print and magazine publishing, and web design. Organizations include Meals.com, Handheld Media group, Tommy Bahama, Cavedog Entertainment, Asymetrix Entertainment and Microsoft.

**FACULTY POSITIONS SNAPSHOT INCLUDES:** Nearly 15 years as part-time and full-time faculty at: International Academy of Design & Technology, Art Institute of Seattle, Northwest College of Art, Bellevue College, and Everett Community College. This includes a total of two years served as mentor and student advisor.

## **EDUCATION**

**ANTIOCH UNIVERSITY, SEATTLE, WA:** M.A. Whole Systems Design (with two grad-level certificates):

- Integrated Skills for Sustainable Change
- Systems Thinking & Design

**ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY:** B.F.A. Graphic Design

**SUNY ADIRONDACK, GLENS FALLS, NY:** A.A. Liberal Arts/Social Sciences/Humanities