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Top Skills

Training

Leadership Development

Leadership

Certifications

Articulate Storyline 360: Increasing
Learner Engagement

Articulate Storyline: Creating Mobile
Elearning

Teaching Online: Synchronous
Classes

The Neuroscience of Learning

Publications

Autoethnography as a
Transformative Research Method

Adult Education

Dwayne Custer, M.A.

L&D Client Engagement Manager at Verizon
Portland, Oregon Area

Summary

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

Experience

Verizon

L&D Client Engagement Manager

September 2018 - Present

Hillsboro, OR

My primary accomplishment with Verizon has been discovering the best new learning and development approaches for our employees and applying them to create engaging learning programs. I apply in depth instructional design talent and experience to each learning project and understand the importance of continuous personal improvement. I gain satisfaction from meeting key learning objectives and seeing the impact of a strong learning program.

My responsibilities include:

- Explore what our employees and leadership need to learn to be better.
- Understand and align with Verizon business needs and culture.
- Design learning solutions that are engaging and fun.

- Build the capabilities needed to enable employees to create the Verizon of the future.
- Create innovative learning solutions for sales, products, customer service, and employee development.
- Resource learning initiatives with internal and external training experts.
- Manage vendor and contractor relationships.
- Evaluate program effectiveness and continuously improving solutions.
- Manage the archive of learning programs and materials.

Nike

Digital Project Manager (contract)

February 2015 - July 2018 (3 years 6 months)

Beaverton, Oregon

TRAINING SPECIALIST AND INSTRUCTIONAL DESIGNER

Designed and facilitated training collateral, including lectures, online courses, and self-study sessions, directed at employees, organization members, and those who used the organization's products or services. Developed and updated course content and coordinated learning curriculum. Conducted assessment and analysis to identify new development needs and recommended training methods accordingly. Performed a variety of tasks including graphic design, content and technology research, facilitation and analysis.

SHAREPOINT WEBSITE DEVELOPER AND ADMINISTRATOR

Designed and constructed over twenty (20) SharePoint web sites including incorporating graphic user interface (GUI) features and other techniques. Maintained and provided ongoing design of websites, promotions and ad banners, seasonal content specials and custom features. Performed a variety of tasks including design, implementation, and administration of websites.

COMMUNICATIONS SPECIALIST

Developed effective Nike communication strategies and managed internal communications (documents, memos, newsletters etc.). Collaborated with subject matter experts (SME) to produce and draft copy for digital media. Assisted in communication of strategies and messages from senior leadership.

GRAPHIC DESIGN AND VIDEO PRODUCTION SPECIALIST

Used current graphic design software (Adobe Creative Cloud) to produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety

of media outlets such as websites and printed collateral. Generated and manipulated graphic images, animations, sound, text and video (production and editing) into consolidated and seamless multimedia programs. Performed a variety of tasks including brand creation, “swag” design, presentation implementation and updates, etc.

Omedia Interactive

Instructional Designer, Researcher, and Project Manager

May 2014 - January 2015 (9 months)

Beaverton, Oregon

Managed various design, recruiting, qualitative research, and web development projects utilizing Adobe Creative Suite, SharePoint, Microsoft Office, and other related tools.

Intel Corporation

Instructional Designer and Recruiting (contract)

June 2013 - May 2014 (1 year)

Hillsboro, OR

Developed and maintained HTML pages centered around employee training within an established domain. Collaborated and participated in enhancing and sustaining web-based learning systems to efficiently train a global and diverse workforce. Required to exhibit certain behavioral traits such as creativity, attention to detail, assertiveness, innovation, and self-motivation. Excellent interpersonal skills were mandatory, as are a high degree of communication, customer orientation and discipline. Responsibilities included web page auditing, tagging content with metadata, data entry, database administration, and strong understanding of HTML, Javascript, cascading style sheets, Microsoft Office, SharePoint 2010, and project management. In addition, oversaw recruitment, management, and administration of contingent employees outsourced to Intel for software development, design, and high-tech positions.

Institute of Transpersonal Psychology

MTP Chair Assistant and Instructional Designer

March 2013 - September 2013 (7 months)

Palo Alto, California

Online migration and development of graduate courses in Master of Transpersonal Psychology program. Responsible for consistency, navigation, and training within Canvas environment.

Goodwill Industries of the Columbia Willamette
E-Commerce Manager and Instructional Designer
August 2009 - February 2013 (3 years 7 months)
Hillsboro, Oregon

Managed all areas of the E-Commerce retail store under the supervision of the Operations Manager in order to maximize donations, production, sales, salvage, and customer service. Areas of responsibility included, but were not limited to: online store operation, instructional design, production floor operation, loss prevention, employee supervision and disciplinary action, and assisting Operations Manager with ongoing project management. Implemented a Leadership Development Program and Developing New Perspectives Assessment for management, supervisors and leads.

FP Transitions

Corporate Liaison, Instructional Designer, and Marketing Assistant
March 2007 - January 2009 (1 year 11 months)

Increased website membership 200% by establishing multiple communication channels between Business Transitions and thousands of financial advisors. Responsible for ensuring messages were effectively and consistently communicated through high quality materials while meeting deadlines and budgets. This position required all aspects of materials design and production, including sourcing and maintaining relationships with printers, programmers, and other vendors, obtaining competitive bids and tracking project progress.

dotCOM host / Red Apple Media
Business and Website Development
April 2006 - March 2007 (1 year)

Launched multiple website projects and managed several marketing campaigns for each of them through national magazines, websites, corporate meetings with industry partners, and tradeshow. Edited audio and video files with Digital Rights Management protection for online streaming content.

RAD Video, Inc.

Marketing and Event Coordinator
March 2004 - April 2006 (2 years 2 months)

Organized and managed a trade show marketing program reaching thousands of new consumers and grossing over \$500,000 in immediate & residual sales over a two year period. Seasoned in the areas of project scoping, labor estimating, and the strong ability to build and manage production schedules

with shifting priorities. Able to collaboratively brainstorm paired with confidence in making creative recommendations.

TLA Entertainment Group

Marketing and Department Manager

October 2000 - February 2004 (3 years 5 months)

Selected new product lines which required a working knowledge of customer service, purchasing, merchandising, marketing, consumer demographics, accounting, employee training, and creative writing; assistant to Senior Editors in preparing product catalogs, purchasing, running detailed financial reports, and website content editing; assistant to the trade show manager and marketing director.

Education

Institute of Transpersonal Psychology

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

Oregon State University

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