

Dwayne Custer, M.A.



Digital Project Manager



Leader, Instructor, Manager



Creator, Designer, Artist



Researcher, Constructivist



Published Author, Theorist



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## Highlights

- 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

## Professional



Digital Project Manager | 2015 - present  
Nike – Beaverton, OR

### Curriculum Specialist/Instructional Designer

Design and facilitate training collateral, including lectures, online courses, and self-study sessions, directed at employees, organization members, and those who use the organization's products or services. Develop and update course content and coordinate learning curriculum. Conduct assessment and analysis to identify new development needs and recommend training methods accordingly. Perform a variety of tasks including graphic design, content and technology research, facilitation and analysis.

### Website Developer

Application and execution of advanced operational work in support of department/business unit goals through design and construction of SharePoint, Drupal, WordPress, and other application web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintain and provide ongoing design of websites, promos and ad banners, seasonal content specials and custom features. Perform a variety of tasks including design, implementation, and administration of websites.

### Website Manager/Administrator

Responsible for development, implementation and maintenance of the organization's website(s). Monitor web traffic, oversee the development of web content, and maintain web server. Ensure that the site meets the business needs of the organization. Perform a variety of tasks including daily maintenance, planning, user experience, and programming.



### Graphic Design Specialist

Use of current graphic design software 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. Generate and manipulate graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Perform a variety of tasks including brand creation, "swag" design, presentation implementation and updates, etc.



### Instructional Designer, Qualitative Researcher, and Recruiter | 2013 - 2015

Omedia Interactive and Intel – Portland, OR



Developed and maintained HTML pages centered around employee training within established Intel domains. 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. Responsibilities included data analysis, web page auditing, data entry, database administration, and a strong understanding of HTML, CSS, Microsoft Office, SharePoint 2010, Adobe Creative Suite, and project management. In addition, I managed recruitment and administration of contingent employees outsourced to Intel for software development, design, and high-tech positions, and was the lead qualitative researcher for Intel on a heuristic study of home automation systems.



### eCommerce Manager and Instructional Designer | 2009 - 2013

Goodwill Industries of the Columbia Willamette – Portland, OR

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: instructional design, online store operation, 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 using Camtasia and Articulate Studio.

### Education



Master of Arts (M.A.) in Transpersonal Psychology – Creativity and Innovation (2014), Sofia University



Bachelor of Science (B.S.) in Liberal Arts – Psychology (2012), Oregon State University

