

Mark D. West, M.A.

206-755-2200 | m@markdwest.com | www.markwestart.com | www.linkedin.com/in/markwestdesignpro

SUMMARY

Design and learning strategist with 25+ years of multidisciplinary experience transforming complex concepts into engaging, scalable learning and communication experiences. Combines instructional design expertise, visual storytelling, systems thinking, and classroom leadership to create solutions that improve learner engagement, streamline processes, and strengthen organizational outcomes.

Recognized for translating ambiguity into clarity, influencing stakeholders through collaboration, and building sustainable frameworks that create long-term value. Brings a distinctive combination of learning strategy, visual communication, facilitation, and design leadership developed across enterprise organizations, consulting environments, higher education, and creative industries.

EDUCATION

Antioch University

M.A., Whole Systems Design, Graduate Certificates: Integrated Skills for Sustainable Change, Systems Thinking & Design

Rochester Institute of Technology

B.F.A., Graphic Design

SUNY Adirondack

A.A., Liberal Arts / Social Sciences / Humanities

EXPERIENCE

Visual Design Lead, Education

Nov 2022 – Feb 2026

WORLDATWORK

- Led modernization of instructor-led, virtual live, and learning support experiences, creating a unified and scalable learner ecosystem.
- Designed templates, standards, and reusable frameworks that improved quality while reducing production effort and increasing team productivity.
- Guided stakeholders through iterative prototyping and feedback cycles that accelerated alignment and supported informed decision-making.
- Enhanced learner and facilitator experiences through intentional use of visual hierarchy, accessibility practices, content architecture, and navigation systems.
- Developed an education-specific extension of organizational brand standards, creating sustainable documentation and guidance supporting future development.

Senior Instructional Designer

Jun 2020 – Dec 2021

RESOURCES GLOBAL PROFESSIONALS (RGP)

- Developed integrated learning solutions supporting organizational transformation initiatives across multiple client environments.
- Produced templates, job aids, classroom resources, and training assets that improved effectiveness and supported adoption.

Lead Instructional Designer

Jun 2019 – Apr 2020

GP STRATEGIES

- Led enterprise-level technical learning initiatives supporting internal employee development.
- Directed instructional design resources and modernized learning experiences through Storyline and classroom training solutions.

MICROSOFT

- Nearly three years supporting retail store sales and product training initiatives as a Sr. Instructional Designer/Training Manager, with a focus on Xbox and phone training for salespeople, trainers, and direct-to-customer classroom experiences. Also led external teams as needed for eLearning development, and coached/mentored other consultants in design strategies.
- Designed onboarding, sales enablement, communication, and learning experiences supporting diverse internal and external audiences.
- Developed engaging experiences that strengthened product knowledge, customer readiness, and organizational effectiveness.

BILL & MELINDA GATES FOUNDATION

- Designed eLearning for internal international Global Health Program employees with 100-level eLearning courses developed in Storyline.
- Also designed hybrid training that 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.

BOEING

- Developed courses working from storyboards, as an instructional systems designer using the EEDO-Force Ten LMS and Captivate, with SCORM-compliant comprehensive eLearning courses created to prepare employees for repairing and flying aircraft.

PEOPLEREADY

- Developed certification training that included eLearning, job aids and supplemental materials for CA Wage & Hour Laws compliance certification.

7-ELEVEN

- Designed instructor-led training materials for regional managers and franchisees.

TECHNICAL SKILLS

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| • Learning Experience Design (LXD) | • Instructional Design & Facilitation |
| • Visual Communication & Storytelling | • Systems Thinking & Design Strategy |
| • Human-Centered Design | • Content Architecture |
| • Stakeholder Engagement | • Accessibility & Inclusive Design |
| • Rapid Prototyping & Iteration | • Cross-Functional Leadership |
| • Brand Development & Standards | • Process Improvement & Scalable Frameworks |
| • Adobe Creative Cloud
(InDesign, Photoshop, Captivate, Illustrator,
Premiere, Acrobat, Audition) | • Microsoft Office (PowerPoint, SharePoint, Word and Excel) |
| • Articulate Storyline 360 | • Other software: Camtasia, Logic Pro |
| | • File management and LMS tools: EEDO Force Ten, Canvas,
Team Foundation Server and StarTeam |

ADDITIONAL LEADERSHIP & FOUNDATIONAL EXPERIENCE**FACULTY & LEARNING LEADERSHIP** | Multiple Institutions | ~15 Years

- Taught visual communication, related disciplines and Adobe software across higher education environments.
- Mentored students in portfolio development, career readiness, and creative problem solving.
- Applied learner-centered teaching strategies that strengthened engagement and transformed complex concepts into accessible experiences.

VISUAL DESIGN & ART DIRECTION | Multiple Organizations | 1995–2009

Organizations include: Microsoft, Tommy Bahama, Meals.com, Cavedog Entertainment, Asymetrix Entertainment, Handheld Media Group and various publishing environments.

- Led visual design initiatives across digital media, publishing, web, gaming, and retail environments.
- Built expertise in storytelling, branding, user-centered design, and audience engagement that later became foundational to instructional and learning strategy work.