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Reading, PA 19606



## EDUCATION

### INSTRUCTIONAL TECHNOLOGY

#### Master's Degree

Bloomsburg University  
2011-2012

GPA: 4.0/4.0

### BUS. ADMIN: MANAGEMENT

#### Bachelor's Degree

Bloomsburg University  
2006-2010

GPA: 3.01/4.0

## TOOLS/LANGUAGES

Articulate 360	<div></div>
MS Office 365	<div></div>
Adobe CS	<div></div>
WordPress	<div></div>
HTML5/CSS3	<div></div>
JavaScript	<div></div>
XAPI	<div></div>
PHP	<div></div>

## AWARDS

### SALUTE TO EXCELLENCE

Performance Development Group  
Q2 2016, Q2 2019

# MARCUS VALERIANO

LEARNING EXPERIENCE AND WEB  
DESIGNER/DEVELOPER

## PROFILE

I am a passionate Learning Experience & Web Designer/Developer with over ten years of involvement in creating various learning and informational experiences. I aim to significantly increase my audience's productivity and efficiency following their interactions with my solutions. My education and experiences have provided me with a flexible, well-rounded framework to adapt, be creative, solve problems, and execute like an entrepreneur.

## EXPERIENCE

### 2015 || SR. LEARNING EXPERIENCE DESIGNER PRES || Performance Development Group/Malvern, PA

- Analyze, design, and develop effective learning and performance solutions
- Use a variety of templates and development tools to design functional layouts, construct creative learning activities, and build prototypes for eLearning, instructor-led, and just-in-time learning solutions
- Create and oversee detailed storyboards, including content organization and structure, key concepts, graphic/media/interaction suggestions, etc.
- Design and develop practical knowledge check and assessment instruments to measure the effectiveness of learning
- Maintain subject matter to ensure learning solutions are up-to-date
- Build relationships and proactively share relevant information with key project stakeholders

**Clients Worked With:** Facebook, Adobe, Medtronic, SunTrust, Kohler, Bridgestone, Dollar Financial Group, F5 Networks, Lutron, Santander, Aveda, Merck, Biogen, Shire, Jazz, and Teva Pharmaceuticals

**Modalities Designed and Developed:** eLearning, Animated Videos, ILT Slide Decks, Facilitator and Teammate Guides, Onboarding, Resource and Admin Guides, Interactive PDFs/Just-in-Time Resources, and System Simulations

### 2009 || FREELANCE CONSULTANT PRES || Independent Contracting/Reading, PA

- Design and develop instructional, informational, and marketing solutions
- Build relationships and proactively share relevant information with key project stakeholders
- Maintain bank accounts, payment processing, accounts payable and accounts receivable, and taxes in Quickbooks
- Carry out Customer Service duties, including phone calls, e-mail messages, and follow-ups concerning product delivery and quality issues

**Clients Worked With:** Samsung, Dacor, University of Pennsylvania, Penn Medicine, Zeiders Enterprises, and ZoneFirst

**Modalities Designed and Developed:** eLearning, Animated Videos, Websites, and Mobile Applications