

Mark W. Roop

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INSTRUCTIONAL DESIGNER

A dynamic, driven, high-impact instructional design leader, offering expertise in finding solutions to complex and challenging training needs, integrating proven practices to deliver quality, technology-enhanced learning for face-to-face, blended, and online teaching and classrooms. Innovative, strategic business partner, effective communicator, and problem-solving project manager with solid business acumen who is known for building strong partnerships to achieve aggressive learning development and product revision goals for partners and clients. Collaborative, results-driven manager and resourceful team contributor with demonstrated success in directing diverse, cross-functional teams to establish online educational courses and programming and champion evaluation tools to measure and improve student experience and engagement effectively while driving the attainment of company initiatives.

CORE COMPETENCIES

Higher Education / Continuing Education | Course Development / Design | Instructional Design Support | Building Course Content | Quality Assurance | Project Management | Presentation Skills | Influential Decision Making | Client / Partner / Stakeholder Engagement | Training | Executive Vision Creation | Operational Strategy | Course Authoring Tools | Microsoft Teams

TECHNICAL PROFICIENCIES

LMS | Moodle | Cornerstone | ADDIE / SAM - Agile | Syllabi Design | Walk-Me Builder Certified | UserPilot DAP | Articulate Storyline / Rise | CreateStudio animation | Vyond | TechSmith Camtasia | Snagit | MS Office Suite | Canva | Trivantis Lectora | Slack | NAVEX | Video Production | Digital Adoption | Technology-Enhanced Learning | Remote Learning / Training | Requirements Assessments | Troubleshooting | Quality Assurance | Risk Identification / Mitigation | Compliance | Analytics | Metrics |

CERTIFICATIONS

- **Graphic Design Certificate**, University of California, Davis Extension
- **Protecting Human Research Participants Certification**, National Institute of Health
- **Certified Trivantis Lectora**, Trivantis Lectora
- **Certified WalkMe**, WalkMe

CAREER HIGHLIGHTS

- Incorporated digital adoption/user journeys for enhanced user onboarding and training.
- Introduced game-based learning programs after extensive research of models for adult online learning.
- Achieved a 50% increase in productivity, formulating an efficient process flow for online course production.
- Managed concurrent projects, including authoring training manuals, converting classrooms online, and overhauling e-learning for a multitude of topics.

EXPERIENCE

SMUD (Sacramento Municipal Utility District)

10/2025 – 3/2026

Learning and Development Specialist, Hybrid (Contract)

- Partnered with Learning & Development teams to design and deliver web-based training programs for electrical power generation and grid operations, deployed via Cornerstone LMS.
- Led the design and development of **NERC-compliant mandatory training**, ensuring alignment with regulatory standards for reliability, security, and compliance across power generation, transmission, and distribution.
- Collaborated with Subject Matter Experts (SMEs) to update mandatory California Workplace Violence Prevention and Active Shooter training, ensuring compliance with state regulations; deployed content via NAVEX LMS.
- Facilitated cross-functional meetings with Subject Matter Experts (SMEs), including engineers and operations personnel, to identify performance gaps and critical learning needs.
- Applied the ADDIE model to develop measurable, job-relevant learning objectives aligned with safe and reliable grid operations.
- Developed interactive eLearning using Articulate Rise and Storyline, including ServiceNow training for enterprise and operational workflows.
- Managed the full lifecycle of course development, from needs analysis through design, development, and LMS deployment.

AMERICAN EXPRESS**10/2022 – 4/2025****Instructional Designer I, Virtual**

Collaborated with the global team to design training for the credit and banking industry. Supported multiple projects with tight deadlines. Leveraged experience to identify learning needs, write clear objectives, and design training with measurable outcomes.

- Designed learning to acknowledge the diversity of learners and understand cultural differences for a global economy.
- Developed storyboards, audio/video scripts, job aids, scenarios/case studies, learning activities, online course content, web applications, infographics, learning assessments, and user guides using instructional design theory.
- Utilized proficiency in Articulate Storyline, Rise, Vyond, and Microsoft Office Word, PowerPoint, and Excel.
- Partnered with subject matter experts (SMEs), global stakeholders, and managers in an environment with short deadlines and high business impact.
- Utilized prototyping and developed blended learning solutions.
- Remain up to date on the latest innovations / best practices in Learning and Instructional Design theory/practices.
- Operated independently / virtually while partnering with the manager on activities to create more collaboration and engagement for the global team.
- Implemented learning modalities, including game-based learning, simulations, and immersive scenarios requiring multiple branching elements.

REALOGICWORKS, Cleveland, OH**3/2021 – 4/2022****Senior Instructional Designer / Digital Adoption Platform (DAP) Expert**

Supported a global team designing and developing training modules for DXC Technology and Ford Motor. Created eLearning training modules for software training utilizing Articulate Rise and Storyline. Used the Userpilot digital adoption platform on the digital adoption project. Created a targeted product experience for a complex software package. Followed an agile instructional design model, incorporating a blended learning platform for various training modules.

- Produced guided training videos for users' onboarding and product adoption.
- Served as a program lead for bi-weekly digital adoption product development meetings.
- Collaborated with an international team on all aspects of training development.
- Designed a comprehensive instructional design flow for current and future product development.

WILLIAM JESSOP UNIVERSITY, Rocklin, CA**1/2018 – 10/2020****Instructional Designer**

Played a key role in the design, testing, and rollout of online programming. Utilized sound instructional design principles, including the Moodle Learning Management System. Delivered evaluation tools to measure learning and engagement. Analyzed the efficacy of new technologies, investigated evidence-based research, and presented findings.

- Published a step-by-step guide for building online courses: New Course Design Manual.
- Collaborated with the Assistant Dean to launch Quality Matters Rubric / Online Learning Consortium Scorecard.
- Established partnerships with additional universities and revised the curriculum for enhanced learning.
- Increased production of online courses by 50% by developing an efficient workflow process.

ALLDATA, Elk Grove, CA**2/2014 – 9/2017****Instructional Designer**

Guided development of instructional materials to meet business objectives. Produced infographic job aids and presented quarterly blended curriculum for the sales team. Honed customer service skills in this role.

- Produced an in-depth WalkMe User Guide to enhance the experience of using ALLDATA software.
- Published three software product manuals for use in driving sales team performance.
- Presented ALLDATA Ambassador bi-monthly training sessions and showcased core company products.
- Gamified sales training. Noted impressive results, including learner interaction/knowledge retention.

ADDITIONAL RELEVANT EXPERIENCE**BLOODSOURCE, Mather, CA****Instructional Designer | Training Specialist**

Spearheaded compliance training and maintained department forms and SOPs. Coordinated symposium events and produced in-house videos. Conceptualized employee onboarding programs and designed all complementary materials.

- Earned accreditation at the Institute for Medical Quality / California Medical Association.
- Approved over 40 e-Learning courses using Lectora for 400-plus employees, reducing training time and expenses.
- Orchestrated all statewide activities for continuing education programs as Chairman of the California Blood Bank Society (CBBS) Continuing Medical Education Committee.

KAISER PERMANENTE, Sacramento, CA
Continuing Medical Education / Physician Education

EDUCATION

Master of Arts Candidate, Leadership (paused)
William Jessup University, Rocklin, CA

Bachelor of Arts, Communications
California State University, Chico, CA