



(610) 763-0893



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www.marcusvaleriano.com



492 Water Street
Oley, PA 19547

MARCUS VALERIANO

LEARNING STRATEGIST &
EXPERIENCE DESIGNER



PROFILE

I am a Learning Strategist & Experience Designer with over a decade of expertise blending learning design, technology, systems thinking, and entrepreneurial problem-solving to create impactful, human-centered solutions. I specialize in bridging the gap between theory and application to drive engagement, productivity, and measurable business outcomes. My mission is to design experiences that cultivate growth, foster satisfaction, and empower individuals and organizations to excel.

DATE

2026 & BEYOND

TO

LEADERS OF LEARNING,
PERFORMANCE, AND
DEVELOPMENT

POSITION

Senior Learning Strategist
Learning Consultant
Senior Experience Designer
Learning Manager
Senior Learning Specialist
Performance Consultant
Senior Instructional Designer

COVER LETTER

Driven by a passion for designing impactful learning experiences and a commitment to fostering growth, I bring a unique combination of expertise in learning design, technology, systems thinking, and strategic problem-solving to every project. My focus is creating engaging, human-centered solutions that bridge the gap between theory and application, driving measurable business outcomes and empowering individuals and organizations to excel.

As a Learning Strategist & Experience Designer, I specialize in crafting dynamic learning frameworks that seamlessly integrate storytelling, multimedia, and emerging technologies to enhance engagement and retention. Leveraging data-driven insights and a systems-thinking approach, I align learning solutions with key business goals, ensuring scalable and sustainable impact. My career is defined by a dedication to combining innovative learning strategies with practical application to solve complex challenges and drive results.

My experience working with cross-functional teams in diverse environments allows me to excel at navigating complexity, maintaining clear communication, and fostering a collaborative culture. I pride myself on my ability to guide teams through innovative projects while meeting timelines and driving strategic success. By building strong relationships with stakeholders and subject matter experts, I ensure learning initiatives resonate deeply and align with business priorities.

From designing scalable learning frameworks and crafting immersive experiences to leveraging cutting-edge technology for high-impact solutions, my mission is to empower individuals and organizations to achieve their full potential. With an entrepreneurial mindset and a dedication to continuous improvement, I consistently push the boundaries of traditional learning methodologies to deliver solutions that drive long-term growth and transformative change.

I am excited by the opportunity to bring my expertise, creativity, and strategic thinking to a forward-thinking team that values impact-driven design and collaborative growth. Thank you for considering my background and capabilities. I look forward to the opportunity to connect further. Please feel free to reach out to me directly at (610) 763-0893 or via email at marcus.valeriano@gmail.com.

Sincerely,

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SKILLS

LEARNING DESIGN & STRATEGY

Human-Centered Design
Content Curation
Gamification
Curriculum Development
Needs Analysis

TECHNICAL DESIGN & DEVELOPMENT

Digital Prototyping
UI/UX Design
Interactive Simulations
Media Production
eLearning Authoring

STAKEHOLDER COLLABORATION & LEADERSHIP

Design Thinking
Stakeholder Mapping
Consultative Approach
Change Management
Cross-Functional Teaming

AGILE PROJECT & PERFORMANCE MANAGEMENT

Sprint Planning
Workflow Optimization
Risk Assessment
Strategic Planning
Continuous Improvement

CORE CAPABILITIES

LEARNING DESIGN & STRATEGY

- Craft comprehensive learning experiences that integrate multimedia, storytelling, and interaction to enhance engagement and retention
- Develop scalable frameworks that support diverse learning styles and evolving organizational needs
- Leverage instructional strategy to balance innovation and business outcomes effectively
- Apply systems thinking to ensure alignment with key performance indicators and strategic goals

TECHNICAL DESIGN & DEVELOPMENT

- Create responsive and accessible learning assets optimized for multiple platforms and devices
- Design intuitive user interfaces and interactive elements that elevate user experience
- Leverage emerging technologies such as AI, gamification, and immersive media to innovate learning solutions
- Utilize learning analytics to refine and optimize programs for maximum impact

STAKEHOLDER COLLABORATION & LEADERSHIP

- Partner with stakeholders to align learning initiatives with business priorities and drive strategic outcomes
- Facilitate cross-functional collaboration with subject matter experts to ensure seamless execution
- Present and advocate learning strategies to executive stakeholders, building trust and setting clear expectations
- Guide and mentor design teams, fostering a culture of innovation and growth

AGILE PROJECT & PERFORMANCE MANAGEMENT

- Lead multi-stakeholder projects using agile methodologies, ensuring efficiency and delivering consistent results
- Communicate transparently with stakeholders, aligning on objectives, timelines, and progress
- Implement robust measurement frameworks to evaluate learning impact and demonstrate ROI
- Drive continuous improvement through data-driven insights and performance analysis

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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 style="width: 100%;"></div>
MS Office 365	<div style="width: 100%;"></div>
HTML5/CSS3	<div style="width: 100%;"></div>
Javascript	<div style="width: 100%;"></div>
Adobe CS	<div style="width: 100%;"></div>
WordPress	<div style="width: 100%;"></div>
xAPI	<div style="width: 100%;"></div>

AWARDS

SALUTE TO EXCELLENCE

Performance Development Group

Q2 2016, Q2 2019

OUT-OF-SIGHT INNOVATION

McKinsey & Company

2024

EXPERIENCE

PRES || LEARNING DESIGN SPECIALIST

2022 || McKinsey & Company // Philadelphia, PA

Lead cross-functional projects within the Design and Development COE, collaborating with Senior Experts to design scalable learning solutions that integrate executive education and client capability building. Synthesize inputs from diverse stakeholders to develop comprehensive frameworks using agile methodologies for prototyping and iterating experiences. Foster a collaborative culture, championing problem-solving, best practices, and stakeholder engagement to achieve data-driven outcomes.

Modalities Designed and Developed: eLearning, Gamified Learning, Peer Learning, Performance Support/Just-In-Time Learning, Instructor-Led Training, Simulation Design

PRES || FREELANCE CONSULTANT

2009 || Independent Contracting // Reading, PA

Design and develop instructional, informational, and marketing solutions to a diverse range of clients across various industries. Cultivate strong client relationships through transparent communication, expectation management, and high-quality solution delivery. Manage projects end-to-end, blending user experience design and technical development to create tailored, impactful experiences for a range of clients.

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

Modalities Designed and Developed: eLearning, Animated Videos, Websites, Mobile Applications, Marketing Materials, Branding

2022 || SR. LEARNING EXPERIENCE DESIGNER

2015 || Performance Development Group // Malvern, PA

Designed and delivered customized training solutions for Fortune 500 clients, combining instructional strategy with technical execution to drive measurable business outcomes. Developed and deployed interactive eLearning programs and blended learning experiences, offering consultative insights and managing complex project scopes. Collaborated with internal and contract teams, fostering continuous improvement and establishing best practices.

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, Instructor-Led Training, Onboarding, Performance Support/Just-In-Time Learning, and System Simulations