DAVID J. TOWNSEND

LEARNING EXPERIENCE DESIGNER | INSTRUCTIONAL DESIGNER

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PROFESSIONAL SUMMARY

Instructional designer, ESL educator, and multimedia professional developing learner-centered online lessons, assessments, and interactive instructional experiences for children, university students, and working adults. Experienced in translating learner needs and complex topics into clear objectives, engaging learning activities, feedback, and iterative improvements. Combines hands-on HTML/CSS/JavaScript development with Universal Design for Learning (UDL), research-informed instructional planning, and stakeholder collaboration. M.Ed. in Instructional Design expected December 2026.

EDUCATION & CERTIFICATIONS

M.Ed., Instructional Design — Tiffin University | Expected December 12, 2026

B.F.A., Visual Communications — American InterContinental University

A.A., Business Administration — American InterContinental University

TESOL Certification, 200 hours — Advanced TESOL, Business English, and Teaching Children

RELEVANT PROFESSIONAL EXPERIENCE

Owner / Curriculum Designer / Online Educator — Know Buddies LLC

February 2018–Present (active, part-time side business) | Tennessee / Remote

- Analyzed learner needs and designed scaffolded ESL lessons for children and adults; the linked historical teaching cases document group writing, communicative practice, and instructional adaptation.
- Applied objective–practice alignment, accessible learning supports, and web development skills to create interactive language lessons, teacher guides, and formative assessment prototypes (see The Word Bridge, Star Bridge, and WL Classes).
- Collected limited student satisfaction feedback from two ESL platforms to identify possible improvements to bilingual scaffolding and game engagement; these preliminary responses do not establish learning gains.

BitsLab Inc. — Two Distinct Positions

Staff — Business Development Lead, North America: March 2023–April 2024 | Separate contract position: Current | Remote

- Demonstrated stakeholder communication by translating complex blockchain and security services into client-facing proposals, presentations, and technical explanations.
- Collaborated across engineering, product, design, and marketing teams to clarify audience needs and revise communication materials.

IELTS Preparation Instructor — Nanyang Institute of Technology

July 2016–February 2018 | China

- Designed IELTS speaking instruction and performance practice with pronunciation, vocabulary, and diagnostic coaching; differentiated individual and small-group activities according to learner needs.

Oral English Teacher — Sias International University

August 2015–June 2016 | China

- Delivered learner-centered university oral-English instruction through guided discussion, structured presentations, and formative speaking practice.

ADDITIONAL RELEVANT EXPERIENCE

Director of Training Management & Client Services / Co-owner — Essential Dynamics Inc.

September 1999–July 2005 | Utah

- Developed employee training procedures, product-education resources, and operating standards for retail and vendor teams, applying curriculum planning to workplace training needs.

Mass Communication Specialist Second Class (MC2) — United States Navy

March 2006–May 2010 | Bremerton, Washington

- Maintained substantial web content and indexed digital-media resources to organize complex information for operational audiences.
- Produced instructional graphics and multimedia presentations and trained personnel in digital production workflows and communication software.

Multimedia Consultant — Kimberly A. Michaud Interiors

May 2010–December 2023 | Tennessee / Contract

- Created client-facing websites, multimedia resources, and visual communication products for a long-term contract client.

English Teacher, K–8 — Peking University Affiliated School / Kelly Education

September 2013–July 2014 | China

- Adapted K–8 language instruction through games, audiovisual supports, structured vocabulary practice, and learner-responsive activities.

SELECTED INSTRUCTIONAL DESIGN EVIDENCE

Learner analysis and instructional alignment — The Word Bridge: 31-page learning design plan with observable objectives, an alignment map, teacher observation, and evaluation criteria. Evidence: david-townsend-eportfolio.netlify.app/assets/research/EDU501_Activity_6_2_Final_Learning_Design_Plan.pdf

Accessible formative assessment — Star Bridge: Ancient Ruins: Elementary ESL prototype featuring scaffolding, learner options, and an observation process. Evidence: david-townsend-eportfolio.netlify.app/

Interactive development and learner feedback — WL Classes: Contextual vocabulary, pronunciation practice, and teacher resources in inspectable web lessons. Evidence: david-townsend-eportfolio.netlify.app/lesson_samples/wl17/index.html

Differentiated teaching practice — Historical ESL Teaching Cases: Peer editing, phrasal verbs, elementary storytelling, and Business English. Evidence: david-townsend-eportfolio.netlify.app/assets/evidence/historical_teaching_case_studies.html

Workplace instructional planning — Workforce Training Proposal: A conceptual training presentation; organizational adoption or learning gains have not been established.

TECHNICAL SKILLS

HTML, CSS, JavaScript | Netlify | Adobe Photoshop, Illustrator & InDesign | Figma | Microsoft Word, Excel & PowerPoint | Multimedia and video editing | Web content and digital asset management