

# William Clapham

*Learning and Development Specialist*

will.clapham@gmail.com • (669) 271-9693 • Santa Cruz, Ca.  
willclapham.net/portfolio • LinkedIn.com/in/willclapham

Dynamic L&D Specialist with over 15 years of experience in designing and creating engaging eLearning, ILT, video, and Game-Based Learning solutions. Skilled in developing innovative technical training programs for corporate technology teams, as well as professionals in the defense and public safety sectors. Adept at cross-functional collaboration with multi-level stakeholders and SMEs to ensure delivery of appropriate learning solutions with measurable results.

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## **EXPERIENCE**

### **Netflix, Inc.** • *eLearning Specialist*

April 2021 - September 2024

- Managed the Partner Learning Program, including all technical training for Netflix Engineering partners worldwide.
- Drove migration of learning content from an external LMS into corresponding technical documentation pages, creating a unified “docs and learning” experience with custom reporting, as well as saving over \$100K annually.
- Actively researched and pitched new learning content topics to stakeholders and SMEs, resulting in the end-to-end creation of over 50 new embedded learning and development titles.

### **Netflix, Inc.** • *eLearning Specialist (Contract via Pro Unlimited)*

September 2019 - April 2021

(Contractor @Netflix w/ Partner Enablement team)

- Collaborated with stakeholders and SMEs for needs analysis to create appropriately focused and timed eLearning solutions for external partners worldwide, reducing international travel needs for ILT by over 75%.
- Responsible for the full lifecycle of training media in the Partner Learning Program for the Partner Enablement team.
- Oversaw LMS administration for learners in over 100 external partner companies, as well as internal new hires in Netflix engineering and payment integrations teams.

### **Netflix, Inc.** • *Sr. eLearning Developer*

July 2016 - August 2019

- Developed story-based and gamified eLearning modules for customer service agents in 15 call centers worldwide with additional focus on localizing content for different cultural and linguistic needs.
- Integrated custom interactive animations and xAPI statements into learning modules, extending off-the-shelf media and assessment solutions with innovative and engaging functionality.
- Enhanced reporting and analytics by implementing a custom LRS and Tableau solution, measuring key metrics to drive data-informed design and decision-making.

### **Defense Language Institute Foreign Language Center** • *Graphic Designer / Illustrator (Contract via SNAP, Inc.)*

Dec 2015 - July 2016

(Contractor @Defense Language Institute)

- Designed and created keyword illustrations for the Headstart2 Online Language Learning Resource.
- Integrated imagery into the training application for SCORM-based quizzing & reporting.

### **Clapham Games** • *Independent Game Developer*

June 2014 - July 2016

- Focused on end-to-end mobile game production, including design, development, and artwork.
- Designed game-based learning and digital content for external clients.

### **Center for Homeland Defense and Security** • *Lead Game-Based Training Designer (Contract via VRC Corporation)*

March 2007 - February 2014

(Contractor @Center for Homeland Defense and Security)

- Created artwork and designed gameplay for multiuser game-based learning solutions to facilitate education and cross-discipline collaboration for critical issues affecting Homeland Security.
- Developed custom workflows and data for centralized, PostgreSQL-driven virtual environments and slippy maps.
- Designed, presented, and produced training videos for multiple topics in collaboration with university professors.

**Naval Postgraduate School - MOVES Institute • Research Associate / Creative Lead**

August 2005 - March 2007

- Designed and created artwork for multiuser game-based training solutions to facilitate both education and cross-discipline collaboration for critical issues affecting Homeland Security.
- Developed custom workflows and data for centralized, PostgreSQL-driven virtual environments and slippy maps.
- Designed, presented, and produced training videos for multiple topics in collaboration with university professors.

**Bethesda Softworks • Senior Game Artist**

February 2004 - March 2005

- Responsible for researching and 3D modeling and texturing of all IHRA race tracks and environments.
- Designed and developed several additional fantasy track environments on bonus levels.

**Mine Shaft Entertainment • Senior Game Artist**

April 2003 - Dec 2003

- Responsible for designing and developing concept game art, level design, and asset creation in a startup company.
- Designed and built hundreds of 3D models, environments, and animations to share with potential investors.

**Pacific Coast Power & Light • 3D Game Artist**

July 2001 - April 2003

- Responsible for researching and 3D modeling and texturing dozens of Motocross race track environments.
- In charge of level design and development for additional fantasy track environments on bonus levels.

**Silicon Entertainment • Art Director**

April 1999 - April 2001

- Led the research and development of all licensed NASCAR cars, tracks, and racing environments for the location-based “NASCAR Silicon Motor Speedway” racing simulator.
- Created marketing artwork, videos, and in-store posters and banners for interior design and promotional needs.
- Designed all vector artwork for physical car decaling and worked with external partners for final execution.
- Worked with engineers to create and sync 3D visuals with physical simulation haptic feedback.

**Silicon Entertainment • 3D Game Artist**

July 1997 - April 1999

- Modeled and textured licensed NASCAR cars and racing environments for the location-based “NASCAR Silicon Motor Speedway” racing simulator.
- Created marketing artwork, videos, and in-store posters and banners for interior design and promotional needs.

**SKILLS**

- Agile Project Management, eLearning Development, Certification & Assessments, Data Visualization, Instructional Design, Game-Based Learning, Gamification, Learning Analytics, Learning Experience Design, Learning Management Systems, Media Creation, Needs & Gap Analysis, Program Management, Simulation Development, Storyboarding, Technical Training, Training Video Production & Editing, Voice-Over Recording, Whiteboard Explainer Videos
- Adult Learning, Adaptability, Creative Problem Solving, Critical Thinking, Cross-functional Collaboration, Instructional Design Methodologies, Iterative Design, Lifelong Learning, Partner Enablement, Self-Motivation & Initiative, Stakeholder Management
- Adobe Creative Cloud Suite, Adobe Captivate & Learning Manager, Articulate 360, Blender, Camtasia, Doodly, Google Suite, Jira, Lucid Chart, Maya, Microsoft Office, SCORM, Slack, Tableau, Unity, Visio, xAPI

**EDUCATION**

**California State University, Chico • Bachelor of Science in Instructional Technology & Computer Graphics • 1998**

**VOLUNTEER WORK**

**Tierra Pacifica Charter School • Classroom Aide & Science Electives Teacher**

**BSA Troop 618 • Merit Badge Counselor & Advancement Chair**