

Nathaniel Wasden, M.A.

801-921-1625 | natewasden@gmail.com | natewasden.com | Greensboro, NC 27405

Executive Summary

Strategic program leader with 7+ years of experience driving customer education, technical enablement, and learning systems in SaaS and enterprise environments. Proven ability to lead go-to-market launches, automate delivery infrastructure, and translate complex products into high-impact learning experiences. Blending technical fluency (Python, APIs, LMS, AI) with instructional design expertise, psychology, and cross-functional leadership.

Experience

MasterControl

March 2024–Present

Program Manager, Customer Education

Salt Lake City, UT (Remote)

- Implement an end-to-end LMS launch and migration for 300,000 users, scaling customer onboarding.
- Automate translation for 750+ courses in 15 languages via SmartCat, accelerating global market expansion.
- Formalize program plans and content creation for integrations, customer adoption, end-user training, business intelligence analysis, and AI-assist products.
- Develop cross-platform data pipelines in Domo to monitor customer health and mitigate at-risk accounts.
- Develop Python scripts to automate metadata extraction from 900+ courses, powering an AI-driven search engine that improved training discoverability and reduced support inquiries by 34%.
- Write and test LLM prompts to streamline course design, automate release notes generation, and assist with grading complex assessments, cutting development time and improving content consistency.

MasterControl

April 2021–March 2024

Learning Experience Designer

Salt Lake City, UT (Remote)

- Built and launched the MasterControl Certified Admin credentialing program with 800+ questions and automated grading, achieving +88 NPS and 96% learner satisfaction.
- Maintained a library of 900+ courses—including SCORM, ILT/VILT, and in-app walkthroughs—driving adoption for 10,000+ monthly SaaS users.
- Aligned training content with bi-monthly product updates, sales enablement workflows, and customer onboarding goals, improving feature adoption across multiple departments.
- Used Domo, Qualtrics, and customer interviews to assess learning impact and inform iterative improvements.
- Developed ILT/VILT experiences for biannual summits, conferences, and customer events.
- Documented all education operations processes for internal consistency and team handoffs.

Mountainland Technical College (MTECH)

May 2020–April 2021

Instructional Designer

Lehi, UT

- Designed and developed 100+ hybrid, remote, and in-person learning content across 10 programs.
- Automated program registration workflows, reducing manual workload for high-demand programs.
- Administered Canvas LMS to ensure accessibility, compliance, and instructional efficiency.
- Partnered with 25 faculty and academic leaders to align curriculum updates with institutional learning goals.
- Assessed program effectiveness to inform data-driven improvements.
- Delivered webinars on educational technology adoption and best practices.

EdgePoint Learning LLC

November 2019–February 2023

Instructional Designer (freelance)

Remote

- Designed custom eLearning solutions for Fortune 500 and mid-market clients across diverse industries.
- Partnered with SMEs to define learning objectives and align deliverables to business goals.
- Conducted content audits and gap analyses to ensure alignment with performance outcomes.
- Created SCORM-compliant assets and documentation to support LMS integration and learner tracking.

Brigham Young University

July 2019–April 2020

Research Assistant/Teaching Assistant

Provo, UT

- Taught graduate courses on learning theory and design thinking; restructured objectives and deliverables.
- Provided targeted design feedback to student teams, enhancing instructional alignment.
- Conducted mixed-method research on “The Eureka Trail,” a gamified fitness app; led focus groups, authored IRB materials, and wrote research protocols.
- Composed the full soundtrack for the app, supporting engagement across user demographics.

BYU Print and Mail

April 2016–April 2020

Automation Specialist (Variable Data)

Provo, UT

- Automated 150+ recurring personalized print workflows, expediting high-volume document production.
- Designed personalized documents for 10,000+ clients, while enhancing efficiency and user experience.
- Managed print production infrastructure, supporting compliance, scalability, and performance optimization.
- Collaborated with senior leadership to align workflows with internal specifications.

Skills

Learning & Program Design: Instructional Design, Curriculum Development, Articulate, Learning Management Systems Administration, Stakeholder Collaboration, Product Design, Video Production, Adobe Premiere, Camtasia

Strategy & Research: Project Management, Process Automation, Research & Data Analysis, Domo, Qualtrics

Technical Tools & Development: Python, Selenium, APIs, Computer Programming, AI LLM Prompting

Education

Master of Arts (M.A.), Instructional Technology and Learning Sciences

April 2020–August 2022

Utah State University

Logan, UT

Bachelor of Science (B.S.), Psychology

August 2015–April 2020

Brigham Young University; Minors: Design Thinking, Information Technology, Music

Provo, UT

Credentials

Google Prompting Essentials, Google (May 2025); Skilljar Admin Professional, Skilljar (December 2023); Product Analytics Certification, Pendo (August 2023); Product Management Basics, Pendo (August 2023)