

MARK HOPKINS

Systems-Oriented Communication

Communication Systems • Information Architecture • Structured Knowledge
Human-Centered Technology • Organizational Clarity

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PROFILE

Technical Communication student and interdisciplinary practitioner with experience spanning research operations, information systems, design, organizational support, and digital communication. Focused on helping people and organizations navigate complexity through structured information, communication systems, information architecture, and human-centered approaches to technology and organizational change.

Drawing from experience in research administration, visual communication, digital systems, and interdisciplinary innovation initiatives, I am particularly interested in how organizations create clarity, improve knowledge flow, and design information environments that support decision-making, collaboration, and meaningful outcomes.

Current areas of interest include communication systems, information architecture, content strategy, UX research, organizational knowledge systems, emerging technology communication, future-oriented communication, and systems-level organizational challenges.

EDUCATION

Arizona State University

Expected December 2026

Bachelor of Science, Technical Communication

- ASU GPA: 4.33
- Technical Communication GPA: 4.13

Selected Coursework

- Fundamentals of Technical Communication
- Managing and Analyzing Data
- Principles of Visual Communication
- Copyright and Intellectual Property
- UX and Usability Research
- Content Strategy
- Advanced Data Visualization
- Multimodal Editing
- Human Systems Integration
- Innovation Studio

Johnston Community College

Associate of Applied Science, Commercial Art & Advertising Design

HONORS & AWARDS

Bernard Osher Reentry Scholarship

2026–2027

Arizona State University

RESEARCH & INTERDISCIPLINARY EXPERIENCE

Student Undergraduate Research Fellowship (SURF) Independent Study

Fall 2024

School for the Future of Innovation in Society (SFIS), Arizona State University

Faculty Supervisor and Mentor: Chris Deaton

- Selected to participate in an interdisciplinary independent study focused on responsible innovation, emerging technologies, and societal impact.
- Redesigned and expanded the Responsible Innovation Lab digital presence through website improvements, branding development, content organization, and communication support.
- Participated in weekly cohort meetings emphasizing interdisciplinary collaboration, peer review, project development, and innovation-focused problem solving.
- Contributed to the conceptual development of Cognify, a responsible AI companion framework designed to support knowledge work, decision-making, and human productivity.
- Co-developed and presented an interdisciplinary poster examining responsible AI, digital platform design, information systems, and sustainability practices for the Responsible Innovation Lab.
- Explored connections among responsible innovation, stakeholder engagement, sustainability frameworks, and organizational systems.

Future17 Sustainable Development Goals Challenge

Fall 2024

Arizona State University, QS, University of Exeter, and Global Partners

- Collaborated with an international interdisciplinary team representing North America, Europe, Africa, and Asia.
- Conducted research and organizational analysis and sustainability assessment supporting Join EDUC's preparation for B Corporation certification.
- Investigated governance, stakeholder engagement, operational processes, and impact measurement requirements associated with the B Impact Assessment framework.
- Coordinated project activities across geographically distributed team members and organizational stakeholders.
- Delivered midpoint and final presentations to program leadership and partner organizations.
- Co-authored a comprehensive assessment report providing recommendations related to governance, workforce development, transparency, impact measurement, and organizational improvement.
- Developed practical experience in sustainability assessment, systems thinking, stakeholder engagement, and organizational improvement.

Innovation Studio: Future-Oriented Innovation & Systems Thinking

Fall 2024

School for the Future of Innovation in Society (SFIS), Arizona State University

- Participated in interdisciplinary innovation-focused coursework examining future-oriented societal, technological, and organizational challenges.
- Explored responsible innovation, systems thinking, and human-centered approaches to emerging technologies.

PRESENTATIONS & POSTERS

Dhanekula, N., Hopkins, M., & Radcliff, G. (2024). *Applying the INNOVATE Framework to Develop a Sustainable, Ethical Digital Platform for the Responsible Innovation Lab*. Poster presentation, School for the Future of Innovation in Society Undergraduate Research Fellowship, Arizona State University. (Faculty Mentor: Chris Deaton.)

Ocampo, J., & Hopkins, M. (2024). *Certifying Ethical Innovation: Could an INNOVATE Model Offer a Viable Alternative to B Corp?* Poster presentation, School for the Future of Innovation in Society Undergraduate Research Fellowship and Future17 Challenge Program, Arizona State University. (Faculty Mentor: Chris Deaton.)

PROFESSIONAL EXPERIENCE

Independent Consultant

2016–Present

Digital Communication & Documentation

- Develop documentation systems, structured content, workflows, and communication assets for small businesses and nonprofit organizations.
- Design information structures that improve usability, accessibility, and organizational clarity.
- Create templates, processes, and knowledge-management resources that support consistency and operational effectiveness.

Technical Writing & Grant Research Intern

2026–Present

Blackstone Launchpad x DivInc | Cyber Culture (Remote)

- Develop grant research systems, documentation processes, and organizational knowledge resources.
- Support communication strategy, information organization, and operational documentation initiatives.
- Contribute to systems that improve organizational readiness for grant opportunities, partnerships, and future growth.

Senior Research Aide / Junior Grant Manager

2014–2016

Pain Prevention and Treatment Research Program

Duke University Medical Center, Durham, NC

- Supported research operations across more than 20 federally funded and industry-sponsored research projects.
- Coordinated proposal development, budgeting, procurement, compliance documentation, and project tracking activities.
- Maintained documentation systems supporting research administration and award management.
- Collaborated with investigators, project personnel, and financial staff to support project execution and regulatory compliance.
- Utilized enterprise systems including PeopleSoft, Concur, and Epic EHR.

Executive Global Brand Representative / Business Manager

2004–2011

Bobbi Brown Professional Cosmetics | The Estée Lauder Companies

- Supported brand operations, communication initiatives, education programs, and visual communication activities.
- Coordinated product launches, stakeholder engagement, and operational processes across high-profile retail environments.
- Managed inventory, vendor coordination, reporting, and business operations supporting organizational performance.

RESEARCH INTERESTS

- Communication Systems
- Information Architecture
- Structured Knowledge
- Organizational Knowledge Systems
- Content Strategy
- UX Research
- Human-Centered Technology
- Emerging Technology Communication
- Responsible Innovation
- Systems Thinking
- Organizational Clarity
- Interdisciplinary Problem Solving

TECHNICAL SKILLS

Information & Communication Systems

- Information Architecture
- Structured Content
- Workflow Documentation
- Taxonomy Development
- Metadata Strategy
- Knowledge Organization
- Knowledge Management
- Information Modeling

Digital Platforms

- Notion
- WordPress
- Airtable
- Content Management Systems

Web & Content

- HTML
- CSS
- Accessibility
- Content Strategy
- Structured Web Content

Design & Communication

- Adobe InDesign
- Adobe Photoshop
- Visual Communication
- Data Visualization
- Adobe Illustrator
- Adobe Acrobat Pro
- Typography
- Research Communication