

**CONSULTING****SENIOR CONSULTANT, DEVELOPER & DESIGNER** • *Lizard Tracks Arts Studio*  
Seattle, WA • [1992-Present]

## Overview:

Senior Consultant in the IT sector, looking for long or short-term projects in Graphic Design, Information Graphics, Training Content Development and Instructional Design, utilizing creative direction, curriculum development and analytical systems thinking skills to leverage and deliver technology-based solutions (including web and mobile platforms) to increase company revenue, decrease costs, and improve employee and customer performance levels.

## Recent Projects:

- **DESIGN LABORATORY:** Advanced and higher-level conceptual and contextual design and development projects in information graphics, process flows, and template creation for Microsoft Service lines and ITAP/Enterprise Strategy. Also worked on various projects for sales and delivery customers and employees across all Microsoft Service Lines as a Senior Technology Specialist on the Readiness/Training team, developing learning experiences from concept to completed deliverables. This includes course writing, editing, graphics, animation, motion graphics, voiceovers and audio production of training for online/mobile devices, vidcasts and podcasts.
- **KNOWLEDGE ANYWHERE** and **MEDIAPRO:** developed interactive content in Adobe Flash for eLearning projects, aligning storyboards and other gathered data with effective media solutions for adult learners; producing and designing animation, audio synchronization and roll-overs. Also utilized Learning Management Systems such as EEDO Force Ten to organize and compile content and solutions. Clients include: Boeing, Microsoft, Holland America and GroupM.
- **EFFECTIVENESS INSTITUTE:** Comprehensive branding of management-based PowerPoint materials in human behavior styles for instructor-led seminars.
- **NOBLE BAR:** Brand strategy development for this young start-ups company, including sales representation and design for its regionally distributed line of energy bars.

## Skills &amp; Abilities:

- Comprehensive design and consulting solutions for print and presentation, aligning and leveraging skills in graphics, audio, music performance, illustration, photography, tutoring/instruction, course development, and creative brainstorming to meet the vision of long-term client goals.
- Proven creative track record and highly accomplished in a variety of digital and traditional media.
- Superlative writing, facilitation and presentation skills tenaciously driven by a passion for my work, working with people, and the pursuit of excellence.
- The ability to drive powerful design solutions through collaborative team building that creates synergies across different functional groups. I am able to translate complex technology and concepts into audience-friendly messaging.
- An energizing mix of a process-oriented leadership style with a results-driven, consumer-focused approach.

**CURRICULUM & STUDENT DEVELOPMENT****FULL-TIME FACULTY, ADVISOR & CURRICULUM DEVELOPER:***International Academy of Design and Technology* • Seattle, WA [2005-2008]*The Art Institute of Seattle* • Seattle, WA [1995-2003]**PART-TIME FACULTY & CURRICULUM DEVELOPER:***Bellevue College* • Bellevue, WA [2004-Present]*Northwest College of Art* • Poulsbo, WA [2010-Present]*Everett Community College* • Everett, WA [2000]

Since 1995: this full range of curriculum development, teaching, coaching and advising experience includes:

- Addressing a full range of epistemology's, providing superior progressive education that catered to a diverse range of learning and behavioral styles in varied delivery formats and lengths. Environments include: continuing education, adult learning, community college and proprietary education.
- Spearheading project management, determining scope of learning, setting and defining the rules and goals, flexibly adjusting in the process, tracking accountability of learning goals and milestones, achieving stakeholder buy-off, and communicating on all levels of all tasks.
- Tasks that effectively incorporate educational plans, collaborate with professionals and faculty subject matter experts, and strategically develop long-term curriculum with topics in: design, technical computer-based concepts, typography, color, conceptual thinking, goal setting and career development.
- Responsibilities in creating and blending the appropriate combination of learning methods, in successful, collaborative, hybrid delivery formats including the use of a Learning Management System.



**CURRICULUM & STUDENT DEVELOPMENT**

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- Acted as subject matter expert during the coaching, directing, advising, and training of other faculty, including “train the trainer” workshops at IADT to deepen faculty technical knowledge of software.
- Responsibilities in the monitoring, evaluating, mentoring and advising of students and their career goals.
- Significant increase in retention levels and increase of new student admissions.
- Acted as Subject Matter Expert during the complete redesign of the curriculum for the Graphic Design Certificate program at Bellevue College, advising on both technical and conceptual topics.
- Progressive curriculum development with informal adherence to Instructional Systems Design Models, including “ADDIE” training processes and other learning theories.
- **Distinguished Educator of the Year 2006:** International Academy of Design & Technology Award granted after consistently successful student results were evaluated, documented and illustrated through superior creative/conceptual ability and technically proficient work. Students were a pivotal component in determining award recipients through their participation.
- **Professional Advisory Committee Member 2009-2011:** Art Institute of Seattle Currently advising on graphic design and web design program curriculum, courses, best practices, and use of appropriate software and hardware technology.

**HONORS & APPOINTMENTS**

**CREATIVE DEVELOPMENT:**  
DESIGN & PRODUCTION

- TEXTILE PRODUCTION & GRAPHIC DESIGN • Tommy Bahama • Seattle, WA [2003-2005]**
- Coordinated seasonal production of content and resources for the delivery of sales linesheets.
  - Developed popular internationally distributed textile designs for print, embroidery and beaded apparel designs for Tommy Bahama and Indigo Palms brands.

**CREATIVE DEVELOPMENT:**  
HANDS-ON MANAGEMENT

- ART DIRECTOR • Handheld Media Group • San Mateo, CA [2001-2003]**
- Spearheaded successful Handheld Media Group B2B advertising campaign initiatives for mobile device companies such as Palm and Sony, by increasing revenue for clients and leveraging clients as vested partners and contributors in B2C investments.
  - National consumer publications include: Handheld Computing, Handheld Computing Buyer’s Guide and Handheld Computing Enterprise Edition.
- ART DIRECTOR • Meals.com • Bellevue, WA [2000-2001]**
- Coordinated B2C initiatives to increase click-through rates, by collaborating with teams of writers and developers to create animated, illustrated meals.com holiday banners and partner “micro-sites,” enticing audiences to engage in recipe planning, register consumers, and ultimately increase revenue with the B2B consumer package goods [CPG] partners, such as Nestlé, Smucker’s, and Ore-Ida.

**CREATIVE DEVELOPMENT:**  
ART & ILLUSTRATION

- 3D ILLUSTRATOR • Cavedog Entertainment • Bothell, WA [1996-1998]**
- Efficiently created and managed 3-D background art assets, resulting in the release of successful CD-Rom titles and expansion packs, including: Total Annihilation, Total Annihilation: Kingdoms, The Core Contingency, Battle Tactics, and The Iron Plague.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

M.A. IN WHOLE SYSTEMS DESIGN • Antioch University Seattle  
 GRADUATE-LEVEL CERTIFICATES: Integrated Skills for Sustainable Change, and Systems Thinking & Design  
 B.F.A. in GRAPHIC DESIGN • Rochester Institute of Technology  
 A.A. IN LIBERAL ARTS, SOCIAL SCIENCES & HUMANITIES • Adirondack Community College

**MAC & PC TECHNICAL TOOLS**

- Flash • Photoshop • Illustrator • InDesign • Premiere • Acrobat Pro • iMovie
- MS Office • PowerPoint • Sound Forge • Protools LE • Bryce • Painter • ModCAD
- LMS and learning tools: EEDO Force Ten, Articulate and Camtasia • PlaidMaker Pro
- Collaborative file version management tools: StarTeam, Groove, Sharepoint
- Other Tools: learned as needed, with working knowledge of tools like Director, Dreamweaver, Quark XPress and html. Ability to transfer learning to new technologies or operational areas “on the fly.”

**CLIENTS INCLUDE:**

MediaPro • Effectiveness Institute • Knowledge Anywhere • Microsoft • Kikkoman • Contadina • Boeing  
 Antioch University • Youngstown Cultural Arts Center • Noble Bar • Hunt’s • Nestlé • Eichenkreuz of Germany

**FOR MORE INFO:**

References, writing or design samples available upon request.  
 Please visit my website to view my online portfolio.

