

Overview: Senior Consultant seeking long and short-term projects in DESIGN.

The expansive design terrain I navigate includes: Presentation Design, Information Graphics, Training Development and Instructional Design. These areas of expertise are executed through the use of my creative, collaborative, consultative, relationship management, curriculum development and analytical systems thinking skills, effectively delivering memorable experiences that increase company revenue and decrease costs, as well as improve employee, consumer and/or customer satisfaction and performance levels. I bring increased overall value to all stakeholders, as well as their services and products.

CONSULTING

SENIOR DESIGN CONSULTANT & FREELANCER • DBA: Lizard Tracks Arts Studio
Seattle, WA [1992-Present]

Recent Projects:
2008-2011

- **CONSULTING FIRM: DESIGN LABORATORY** **CLIENT: MICROSOFT**
Multiple projects included advanced concept design and development projects in information graphics, IT process flows, and template creation for Microsoft Service Lines (Enterprise Strategy). Also worked on various web-based training projects for sales and delivery customers and employees across all Microsoft PMOSL (Program Management Office for Service Lines). Learning experiences were developed from concept to completion, and involved collaborating on content structure, writing, editing, graphics, animation, motion graphics, voiceovers and audio production of training for online/mobile devices, vidcasts and podcasts. Final WBT was deployed via Articulate/PowerPoint or Camtasia/PowerPoint to the MS LMS and the Services Broadcast Network (SBN).
- **ORGANIZATION: SUBLIME MEDIA** **CLIENT: SEARCH ALLIANCE/YAHOO**
Development for Instructor-led training courses in Search Engine Optimization and sales, with localization for specific regions. Final deliverables included printed materials and the ILT PowerPoint documents.
- **ORGANIZATIONS: CLARITY & MEDIAPRO** **CLIENT: BOEING**
End-to-end development (from initial client consultation to final course QA and packaging) of various engineering, flight simulation, stress loads, and HR/Soft Skills courses. Through stakeholder/SME consultation, storyboard content in PowerPoint, interactive content in Flash, use of metadata/metatags and HTML/JavaScript in the EEDO ForceTen LMS, created WBT media solutions that aligned all data with engaging and scored learning for Boeing employees. Secondary projects also included other clients such as Microsoft and Holland of America.
- **ORGANIZATION: KNOWLEDGE ANYWHERE** **CLIENT: GROUPM**
Development for web-based training courses in advertising and Search Engine Optimization.
- **CLIENT: EFFECTIVENESS INSTITUTE**
Comprehensive branding of PowerPoint materials in human behavior styles for instructor-led training.
- **CLIENT: NOBLE BAR**
Brand strategy, illustration and packaging design for this young energy bar start-up company.

Skills & Abilities:

- Comprehensive design and consulting solutions for print and presentation, aligning and leveraging skills in graphic design, audio, music performance, illustration, photography, training, course development, collaboration, and creative brainstorming to meet and sustain the vision of long-term client goals.
- Thriving in what are often ambiguous situations, with diverse stakeholders, juggling numerous priorities, and flowing with ever-changing dynamic deadlines, I enjoy an energizing mix of process-oriented leadership and a results-driven, consumer-focused approach.
- Proven superlative writing, facilitation and presentation skills tenaciously driven by a passion for my work, working with people, and the pursuit of exceeding customer expectations wherever the possibility exists.
- The ability to drive powerful design solutions through collaborative team building, with a curious, playful orientation that creates synergies across different functional groups. I am able to translate complex concepts into audience-friendly messaging through a complete understanding of the content.

DESIGN EXPERIENCE:

- MANAGEMENT
- DESIGN
- ILLUSTRATION
- PRODUCTION

TEXTILE PRODUCTION & GRAPHIC DESIGN • Tommy Bahama • Seattle, WA [2003-2005]

- Coordinated seasonal production of content and assets for the delivery of sales line sheets.
- Developed and colorized popular internationally distributed textile designs for print, embroidery and beaded apparel designs for Tommy Bahama and Indigo Palms brands.

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 included: Handheld Computing and Handheld Computing Buyer's Guide.

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 deliverables that included animated banners and partner "micro-sites," targeting 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.

TRAINING/TEACHING EXPERIENCE:**FULL-TIME FACULTY, ADVISOR & CURRICULUM DEVELOPER:**

International Academy of Design and Technology [IADT] • Seattle, WA [2005-2008]

The Art Institute of Seattle [AIS] • Seattle, WA [1995-2003]

PART-TIME FACULTY & CURRICULUM DEVELOPER:

Northwest College of Art • Poulsbo, WA [2010]

Everett Community College • Everett, WA [2000]

SOFTWARE TRAINER AND PART-TIME FACULTY:

Bellevue College • Bellevue, WA [2004-2010]

Core Competencies:

- Diverse learning styles and delivery formats within continuing education/adult learning, community college and proprietary education. Delivery systems included printed, instructor-led and web-based learning management systems (LMS).
- Comprehensively led project management: determining scope of learning, setting and defining goals, and tracking accountability of learning goals and milestones.
- Through informal adherence to ISD methodologies (i.e. "ADDIE"), strategically developed long-term curriculum plans and goals. Topics include: design, computer software training, typography, color, creativity/conceptual thinking, goal setting and career development.
- 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.
 - During the complete redesign of the curriculum for the Graphic Design Certificate program at Bellevue College, advising on both technical and conceptual topics.

HONORS & APPOINTMENTS

- Distinguished Educator of the Year 2006, IADT. Through consistently successful results, this award (which was determined by student voting) documents and illustrates the superior conceptual ability and technical proficiency displayed in student work.
- Professional Advisory Committee Member 2009-2011, AIS: Currently advising on graphic/web design program curriculum, courses, best practices, and use of appropriate software and hardware technology.

EDUCATION

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 SOFTWARE TOOLS
(Abbreviated list)

- Flash • Photoshop • Illustrator • InDesign • Premiere • Bryce • iMovie
- Acrobat Pro • MS Office • PowerPoint • Sound Forge • Protocols LE • Painter • ModCAD
- LMS and learning tools: Articulate Presenter, EEDO Force Ten, Camtasia, and Captivate.
- Collaborative file management tools include: Team Foundation Server/Visual Studio, and StarTeam.
- Other tools and abilities utilized 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."

FOR MORE INFO:

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