
CONSULTING

1990 – Present Owner and principal, InfoAnalyst, Seattle WA
Strategic business planning and marketing projects with Microsoft, Adobe Systems Corp., business development projects with IDX Systems Corp. Current projects: Instructional design at Microsoft, both instructor-led and online.

EMPLOYMENT

3/04 – 2/06 Webmaster, Kitsap Regional Library, Bremerton WA

9/01 – 4/02 Instructor, Northwest College of Art, Poulsbo WA
Developed and taught classes in multimedia development.

4/00 – 1/01 General Manager, founding member.
ShowMeTV, Redwood City CA
Planned, launched and managed a cutting edge online video directory. Designed instructional standards and wrote content for nearly 300 web pages on instructional videos.

10/97 – 4/00 Product Marketing, Web Services Director.
Pointshare Corporation, Bellevue WA.
Oversaw development of two physician Intranet applications, plus dozens of healthcare web sites, tracked customer usage and other business statistics. Managed all training materials development, including online help and sales training. Managed a team of writers, trainers, and developers.

9/96-10/97 Product Manager
PHAMIS, Inc./IDX Systems Corporation, Seattle WA
Product strategy, budgets, client relations for key Windows client UI software. Responsible for all multimedia product development.

9/93-9/96 Manager, Multimedia Products , PHAMIS
Launched this company's first online training production. Created popular series of multimedia products used by hundreds of people, including hard to please physician audiences, reducing company and client training costs.

1987 – 1990 Curriculum Development Manager.
Interactive Institute, Seattle WA
Developed and delivered five courses on multimedia development and computer-based instruction. Additional consulting work for Weyerhaeuser, Boeing, others.

RELATED EXPERIENCE

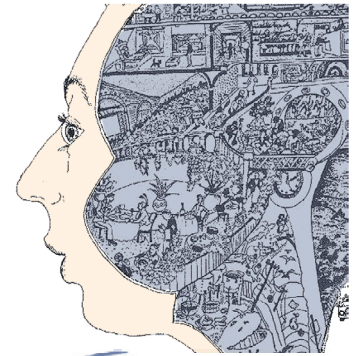
- * Allyn and Bacon, Boston, Production Manager, 1983-1989.
 - * Luis Szekely, Mexican economist, Publications Mgr. 1980.
 - * IPPNW, Boston, Nobel prize winning group, Office Mgr. 1979.
 - * Project Place Ambulance, Boston, MA. EMT, plus CPR trainer 1976-78.
 - * MIT Press, Cambridge, MA, Production Assistant 1969-1973.
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EDUCATION

- * BS 1983, magna cum laude, Management/Marketing, Babson College.
 - * Postgraduate (no thesis) 1987, Instructional Design, Penn State.
 - * Postgraduate, Video technology, Emerson College.
 - * Postgraduate, Cognitive Psychology, Game Design, University of Washington.
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SOFTWARE SKILLS

- * Network, internet, intranet technologies, HTML, ASP, XML, CGI, JavaScript
- * Web: Acrobat, Dreamweaver, Flash, FrontPage, GoLive, SharePoint
- * Layout: FrameMaker, InDesign, PageMaker, Publisher
- * Graphics: Illustrator, ImageReady, Photoshop
- * Multimedia: Authorware, Director, ToolBook
- * Office: Excel, Office, OneNote, PowerPoint, Visio, Word



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INFOANALYST PROJECTS

MICROSOFT via Entirenet

Customer Access Portal 6.0, instructional design and materials development for high-priority worldwide new user training, instructor-led and self-paced.

Microsoft Student 2007, instructional design and development of instructor-led Tier 1 support training.

Managing Source Code Assets in Product Development. Needs analysis and course development for instructor-led training.

ADOBE SYSTEMS Seattle WA

Interactive Template Reference Manual, PDF and video formats.

Market Leader Product Training, InDesign. Developed and delivered training to select group of designers and converted them to InDesign.

Market Leader Template Project, InDesign. Worked with leading designers to create templates for InDesign.

Market Leader Survey and Recruitment, PageMaker. Identified and recruited market leaders for market analysis.

PageMaker Segmentation, Target Markets, and Messaging.

PageMaker Small Business Opportunity Analysis.

PageMaker Small Business User Survey and Analysis.

FrameMaker 7 Messaging, Positioning, Competitive Position, and Channel Strategies

MS Publisher 2002 v. Adobe PageMaker 7.0: Competitive Analysis

PageMaker 7.0 Application

ReadMe

IDX SYSTEMS Seattle WA

EMedicine business development.

FRANK RUSSELL CO. Tacoma WA

Multimedia Analysts Desktop and Russell Multimedia Tour. I designed and developed these and other multimedia products and prototypes for this international investment company.

COMMONSENSE PRODUCTIONS Seattle Washington

Active Help, an online animated Help program for Adobe PageMaker 5.0. CD-ROM based, developed in Macromedia Director, using QuickTime movies for animations. Macintosh and PC versions. Product development and interface design.

BOEING COMMERCIAL AIRPLANE

Employee Training & Development, Seattle WA, via Superior Design

Online Tooling System CBT, PC network-based tutorial of mainframe tooling management software. Project manager, instructional and interface designer.

Instructional Module Development, a tutorial on media selection for Boeing instructors. Workbook plus ToolBook based tutorial. Project manager, designer, programmer.

Engine Familiarization, Mac-based classroom presentation using video frame grabs and complex animations. Project manager, videographer, and designer.

First Responder Awareness Interactive, a hazardous materials training product. PC with touch screen and videodisc. Project manager, interface designer, graphic designer.

Power Tool Room Set-up Job Aid, a print-based job aid on setting up power tools. Project manager, developer, and graphic design.

WESTERN WASHINGTON UNIVERSITY Bellingham WA

Getting the Big Picture, a four-hour training program for new Financial Services workers in the state's Department of Human Services. PC and videodisc delivery. Prototyped in ToolBook for Visual Basic coding. Project Manager, instructional and interface designer.

BELLEVUE COMMUNITY COLLEGE Bellevue WA

Instructor, Multimedia Development. TbkTutor, a four-hour introductory tutorial to ToolBook authoring. Roster, a multimedia presentation to introduce the college's multimedia classes. Project manager, programmer, designer.

MICROSOFT PRESS Redmond WA

Book editing, substantiative copyediting on several titles.

ADDISON-WESLEY Boston MA

Competitive analysis of textbook manuscripts in physics, digital design.