

THE CONTENT STRATEGY - THE ART - THE MULTIMEDIA TECHNOLOGY
[VirtualDisplay for Instructional Design](#)

SKILLS

Adobe Captivate	html5 Animation Adobe EDGE	Video / Audio Editing
Instructional Content	Photoshop + Illustrator + Fireworks	Apple Author - iBooks ePub
Flash + After Effects	Action Scripting	Key Note and Power Point
Dreamweaver & CSS	Project Management	Client & SME Interface

OBJECTIVE:

Combine my accumulated multimedia experience with the latest instructional strategies. Creatively illustrate and animate to efficiently convey complex concepts; educating corporate employees and clients, as well as potential clients, and investors.

EDUCATION

- University of California @ Berkeley - Bachelor of Arts, Architecture with Computer Graphics Emphasis
- UC Berkeley Extension – Studied Instructional Strategies

PROFESSIONAL EXPERIENCE

CREATIVE MULTIMEDIA Presenter DESIGNER & DEVELOPER - [Virtual Display](#)

Interfaced with clients & SMEs to research content. Organized, condensed, illustrated, added rich (html5) animated instructional illustrations and developed interactivity launched from web pages and content management systems. (Partial Client List)

- ETREPRENUREAL Graphics for San Francisco Apartment Owners (Current)
With CAD, Acrobat, Illustrator, and Fireworks, produce needed poster signage and tenant handouts, complying with the new San Francisco Fire Department regulations for large apartment owners as clients.
- INSTRUCTIONAL DEVELOPER – Sephora (January 2017)
With Captivate 9, debugged gaming interactions designed to train Sephora sales employees.
- INSTRUCTIONAL & MARKETING DESIGNER / DEVELOPER - 2015
Researched, organized, and composed content “HOW & WHY” of YouTube LIVE - Re-strategized initial approach to appeal to a broader audience.
<http://www.virtualdisplay.com/YouTube/DemoV8/DemoV8.htm>
(Adobe Captivate 8 + PhotoShop + Dreamweaver)
- INSTRUCTIONAL DESIGNER / MULTIMEDIA DEVELOPER - First Republic Bank - 2014
Aggressively learned new software technology, composed all instructional content for both Quick Reference Guides & HTML5 animated training videos.
[First Republic Bank](#).
(Adobe Captivate 7 + Dreamweaver + Adobe PhotoShop + Microsoft Office + SharePoint CMS)
- eLEARNING DEVELOPER [Peregrine Performance Group](#) for [ROCHE](#) Molecular Systems – 2013
Added functionality and interactivity by customizing third party widgets and with Action Scripting (Captivate 5).

PROFESSIONAL EXPERIENCE (Continued)

- **eLEARNING SPECIALIST** [Arnowitz Creative Agency](#) for [Coca Cola Client](#) 2012
Animated graphics to audio, implemented & edited audio / video, processed graphics, programmed interactive navigation & SCORM compliant quizzes. <http://www.virtualdisplay.com/COKEmini.html>
(Adobe Captivate 6 + Fireworks, PhotoShop + Illustrator + Flash + After Effects + Dreamweaver)
- **TEXTBOOK & PRESENTATION GRAPHICS** for Stanford & U.C. Berkeley Business School Professor, [John McMahan](#) (2010-2011) <http://www.amazon.com/John-McMahan>
(PhotoShop + Apple's Pages + Key Note + e-pub)
- **LOGO DESIGNER & SPLASH PAGE ANIMATOR** for [Green Residential Designs](#) - 2010
<http://www.virtualdisplay.com/GRDBannerAd/GRDmini.html>
🍏 Apple iPad-iPhone Friendly Animated Banner Ad (html5, CSS3, J-Query, EDGE, Fireworks)

INSTRUCTIONAL ANIMATION + MARKETING GRAPHICS [ShareChive LLC](#) 2004 - 2008

Software Development Start-Up aimed at automating construction management for DOT (Department of Transportation) large infrastructure projects.

- **LEAD DESIGNER & DEVELOPER OF ANIMATED USERS MANUAL TO EDUCATE CLIENTS:**
Independently wrote & initiated animated version of company's User Manual for their project-management software. Each explanation video is launched off of an image map with rollover pop-up windows and JavaScript event handlers, which launch the explanation videos. Flash videos were captured using Adobe's Captivate, version 2 software.
(Captivate + Flash + Image Mapping + Dreamweaver - Full version available upon request)
- **ANIMATED BROCHURE TO EDUCATE POTENTIAL D.O.T. GOVERNMENT CLIENTS:**
Flash animated brochure, designed by marketing intern. Used at convention booths, providing a visually exciting explanation of ShareChive's many capabilities that "Empower Construction".:
<http://www.virtualdisplay.com/ShareChiveMini.html>
(Captivate + Flash + ActionScript + Video Editing + Dreamweaver)
- **DESIGNER & DEVELOPER OF NOORCITIES' ANIMATED PRESENTATIONS TO EDUCATE POTENTIAL GLOBAL INVESTORS:**
Collaborated with foreign city planners and in-house marketing team to convey complex business development strategies for designing cities in the Middle East. Animated elaborate presentations using Adobe Flash, Captivate and various video editing techniques for on-line presentations to attract investors here and abroad.
 - ~ Noor Cities Website <http://www.virtualdisplay.com/NoorCities/>
 - ~ 1 of 4 Presentations for Investors <http://www.virtualdisplay.com/NoorCities/AINoorYemen.htm>
(Captivate, Flash, ActionScript, Video Editing, Video Compression & Dreamweaver)
- **LEAD DESIGNER & DEVELOPER OF SHARECHIVE'S ANIMATED FLASH WEBSITE**
Increased traffic by redesigning existing website with exciting high-tech animated edge. Effectively illustrated our company's 3-pronged turnkey solution to construction management. Entire website is one emotionally engaging Flash file with multiple layers of Action Scripting, video editing and sound effects:
<http://www.virtualdisplay.com/ShareChive/index.html>
- **BROCHURE PRINT DESIGN FOR MARKETING PRESENTATIONS**
Under extremely tight deadlines, designed and produced brochures for Marketing Department
<http://www.virtualdisplay.com/ShareChive/NCDCBrochure.pdf>
<http://www.virtualdisplay.com/NoorCities/TrioVideo/TrioTowersBrochure.pdf>
- **PRESS RELEASES & NEWS ARTICLE CONTENT**
Interviewed client and wrote article for website to educate viewers about ShareChive services.
<http://www.virtualdisplay.com/ShareChive/Corp/Articles/SCRevNYDOT.htm>