

Summary:

Instructional/Curriculum Design

Project Management

Web Design

User-Interface Design

Print Design

Art Direction

I am a visual thinker with proven ability to lead and manage the creation of user-centered Web environments, intuitive navigational schemes, and easily digested information designs. I am a persuasive communicator, idea generator, educator and troubleshooter.

My design curricula education encouraged me to develop a unique visual vocabulary (a style) that can be grafted onto any real-world project, regardless of its audience or message. My MA in Instructional Technology has allowed me to incorporate the processes of systematic planning, design, and development of instruction using technology to enhance learning. In addition to a broad-based knowledge of instructional resources, I draw on knowledge of learning theory, curriculum development, instructional systems, communications theory, and evaluation.

My professional experience consists of arranging media to help learners and organizations transfer knowledge most effectively. The process consists broadly of determining the current state of user understanding, defining the end goal of instruction, and creating some media-based "intervention" to assist in the transition. My process is informed by pedagogically tested theories of learning and media construction. The outcome of this process may be directly observable and scientifically measured.

Website, Portfolio: www.blakesworld.org

Education:

Master's of Art

Instructional Design

Emphasis on human-computer interaction and e-learning methodology.

Bachelor of Fine Arts

Magna Cum Laude

Southwest Texas State

University.

Major in Commercial Advertising Design

Knowledge Base:

Platforms:

Macintosh, Windows

Graphics/Multimedia

Software:

Photoshop; ImageReady;

Illustrator; Flash; Director;

BBEedit, GoLive

Desktop Publishing:

Adobe Acrobat, PowerPoint;

Pagemaker; SPSS, Microsoft

Office and Excel; InDesign

Languages:

HTML; JavaScript, XML, CSS,

FTP

Professional Experience:

Webmaster

University of Texas at Austin, University Health Services, CMHC

July 2005 – Present

- Manage strategic project planning, scheduling, budgeting and resource allocation, as well as production and quality of final deliverable and overall client satisfaction for print design, technology design and special projects
- Translate existing sets of product requirements and use cases into innovative design solutions
- Responsible for the day-to-day maintenance and operation of the official UT Health Promotion Resource Center Web site and assure that all 264 Web pages comply with appropriate policies, guidelines, and statements www.healthyhorns.utexas.edu
- Develop the layout, visual appearance, page production, usability and maintenance of the Counseling and Mental Health Center Web presence

eLearning Design Project Manager

Holt, Rinehart and Winston

October 2001 - July 2005

- Manage design group in the conversion of text books to online products
- Creative direction and project management for digital media solutions
- Analyze customer needs break down complex ideas and data into intuitive user models and communicate them through consistent interaction strategies
- Prototype and validate designs as well as undertake usability testing with customers to insure highly discoverable, learnable, and usable designs
- Train, manage and mentor graphic designers on Web site design and implementation
- Understand user requirements working with project managers
- Work with and manage external design resources to drive project completion
- Recommend and ensure that the style, quality, and details of all Web design work are appropriate and consistent, and able to handle the current and estimated volume demand
- Responsible for informational architecture analysis, Instructional design analysis, wireframes, usability testing and functional prototypes

Key Skills:

- Computer-based and Web-based instructional design
- Applications design
- User Centered design
- Information architecture
- Interaction design
- Functional prototypes
- Client and media relations
- 508 accessibility compliance
- Instructional evaluation
- Needs assessment
- User profiling
- User requirements testing
- User advocate
- Developing initiatives for Web development
- Financial analysis and planning
- Monitoring of vendor progress
- eLearning/Distance Learning
- Director of Media Services
- Bid process
- Statistical analysis software (SPSS)
- Web page coding
- Used to tight deadlines
- Team oriented

Creative Director drkoop.com

February 1999 - March 2001

- Design and launch of consistent concepts for 30,000 page health site
- Manage, schedule, track, report and organize all design projects
- Development and implementation of designs and maintenance for Web sites
- Creative Director of 6 person creative team
- Communication with team and customers on creative concepts and designs
- Senior management presentation creation and consultation
- Strategy creation to meet business goals, recommendation of site enhancement initiatives, formulation of budgets, and setting of Web development priorities based on usability analysis and competitive research

Art Director

Sunset Direct

July 1997 – February 1999

- Managed the development and launch of sunsetdirect.com, the multi-channel commerce, content and direct-to-consumer site
- Shaped interplay between commerce, and content strategies within intensive start-up development. Quickly became the "go to" for information design solutions, meeting or beating all deadlines and helping to launch e-commerce site ahead of schedule.
- Art director and programmer for Netscape promotional CD
- Designer and art director on the Sunset Direct video sales project
- Responsible for design, development, production and maintenance of distinct Web sites for wholesale, retail, international, and Internet sales divisions.
- Web site designer and programmer for numerous computer hardware and software clients
- Print collateral designer for materials used by 150 member sales team

Senior Graphic Designer

University of Texas at Austin, Texas Union

August 1993 - July 1997

- Art Director, designer, illustrator and developer of the Texas Union's Informal Classes magazine
- Successfully introduced new media strategies to clients, leading them to the Web for the first time.
- Conceived, designed, produced, and wrote copy for 2-, 3-, and 4-color print projects in fast-paced, deadline-driven environment.

Previous Work History:

- Surgical Technician
- Production assistant and Art Director for Memphis Orpheum Theatre managing touring Broadway shows
- Night Manager, Four Seasons Hotel