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Experience

- Two-Eyed Productions
June 2003 to Present

 - Provide a range of change management, learning and communications services to fit each project and client's particular needs. Services offered include:
 - Blended learning curriculum strategy and design
 - Course development (design, art direction, writing)
 - Project management
 - Technology consulting
 - Change management and communication
 - Technical consulting (LMS/LCMS)
 - Interactive game design and development

- March 2007 to present

 - **Discover Financial Services**—Designed and developed a four-hour instructor-led course for managers to coach them through handling difficult situations with employees. The course covered handling employee relations issues, policy and employee performance issues. Content included full instructor and participant guides.
 - **William Wrigley Jr. Company**—Provided change management, communication and training services on payroll transformation project that will impact all Wrigley's U.S. businesses. Responsible for the following:
 - Developing and implementing effective change/communication plan that addresses issues surrounding 5,000 weekly, biweekly and monthly employees moving to a new streamlined biweekly payroll
 - Authoring all communications
 - Developing training for factory associates on using a new electronic time tracking system

- August 2006 to January 2007

 - **On-line Computer Library Center**—Co-led a vendor selection process for a Learning Management System for the OCLC—a nonprofit, membership, computer library service and research organization dedicated to the public purposes of furthering access to the world's information and reducing information costs.
 - Working with the group's on-line community group, WebJunction, to select a software system that will serve OCLC's base of more than 41,555 libraries in 112

- September 2006 to January 2007

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countries and territories

- Reviewed technical, functional and business criteria to help the client make the best decision on a vendor.
- Future plans include rolling the system out to millions of end users worldwide, potentially becoming one of the largest LMS implementation in history

January to February
2006

- **Shearman & Sterling**—Collaboratively developed instructor-led training workshop for partners in leading New York law firm to teach business development skills. Work included:

- Member of design team for content creation
- Art direction for all materials development
- Assisted in coordination all elements of all-day workshop

December 2004 to
April 2006

- **Hewitt Associates**—Managed the implementation of a global (24,000 employees) learning management system and learning content management system (SumTotal Systems 7.1) for industry-leading HR outsourcing company, based in Lincolnshire, IL. Work included:

- Establishing current state business processes and determining the need for learning management system configurations based on out-of-the-box functionality
- Running overall project, including managing internal team, collaborating with internal IT team, working with off-shore vendors to create SCORM 1.2-compliant learning content and reporting to Hewitt business leader stakeholders

February 2004 to
Present

- **Huron Consulting Group**—Conducting a range of learning services for 1000-person consulting firm. Work includes:

- Authored business case for investing in a learning management system to replace the internally developed training system
- Ushered client through LMS selection process, including identifying all functional, technical and business requirements
- Learning strategy and curriculum development
- Designed and developed 2 on-line courses that (1) explain and standardize the firm's approach to running client engagements and (2) inform employees about the guidelines around insider trading
- Design and development of instructor-led training courses, including customer service training, new hire orientation, and two engagement management courses
- Consulting and strategy on learning management system

selection

June 2004 to May
2007

- **Walgreens**—Instructional designer creating updated training solution for 30,000 pharmacy technicians nationwide. Solution included use of web-based modules, integration with other CD-ROM-based training, interactive games, job aids and on-the-job training strategies. Additional work performed included:

- Design and develop overview training for all Photo Department employees
- Develop new hire training for 25 account execs for Walgreens Health Services. Work included design approach and development for 10-day training
- On-line course development—Designed, wrote and constructed on-line course to teach employees about the correct way to date-stamp, thaw and serve food products. Course used by employees at 5,000+ national stores and included the design and production of a poster to capture the company procedures for handling food products
- Instructional design and technical creation of on-line courses for Walgreens Health Services. Work included building video-based content in Lectora in line with storyboards, troubleshooting technical errors and conducting quality assurance testing

October 2005 to
Present

- **McKesson Corporation**—Strategy consulting to help McKesson Health Solutions division move from instructor-led training to a blended learning curriculum. Work included the following:

- Creation of 3 web-based training courses for physicians to introduce them to McKesson's InterQual product. Current work involves careful content integration and testing of courses on both the Cornerstone and NetLearning learning management systems.
- Creation of "Integrated Learning Path" strategy to map a series of learning activities of different delivery methods (web-based, live classroom, knowledge document) to customer roles
- Created templates for web-based course design document and storyboarding and recommended reusable learning object strategy approach to web-based content
- Led requirements gathering process for learning management system by identifying key functional, technical and business requirements for the organization
- Researched and recommended "short list" of key vendors for RFI—Request for Information
- On-going strategy consulting around McKesson's blended

learning initiative

- **Saab Cars USA**—Designed and developed 5 on-line learning courses. Courses trained national sales force on changes to 2004 auto product line & key areas of improvement for sales and service professionals. Also created 8 “infomercials” to advertise to the company the arrival of e-learning as a new way to conduct training.
- **University of Chicago Laboratory School**—In tandem with Columbia College in Chicago, trained teachers in the lower elementary school on Squeak, an innovative web-based authoring system created by legendary computer innovator Alan Kay. (www.squeakland.org)
- **Jellyvision, Inc**—Created an interactive, web-based educational experience for Metropolis 2020, a Chicago-based advocacy group promoting increased regional planning to address transportation and housing needs in the Chicago area. (www.jellyvision.com & www.chicagometropolis2020.org)
- **Instructional Design**—Other 2004 instructional design work performed through Wisdom Tools, Inc. has included the following clients: The New York Stock Exchange, Accenture, Deloitte, ABN-AMRO and Blue Cross Blue Shield
- **Judge for Brandon Hall 2003 Excellence Award** in customized computer-based training content
- **Manager in the change, learning and performance practice** of international consulting firm. Provided wide range of services for Fortune 500 clients, including customized on-line courses, technology vendor selection and performance management consulting. Client work included the following:
 - **British Petroleum**—*Los Angeles, CA*—Collected and organized business process requirements to prepare for customization and implementation of Docent Enterprise learning management system
 - **Hewlett-Packard**—*Palo Alto, CA*—Assessed global implementation of existing learning management system, recommended removal, re-evaluation of global specifications, conducted end-user interviews, and conducted vendor selection process to find a new, better-suited system. Work involved the authoring of in-depth use cases to identify what would be required in a new LMS.
 - **Saab Cars USA**—*Norcross, GA*—Created customized on-line

Deloitte Consulting
April 2001 to June
2003

courses as part of e-learning effort to train 200 geographically dispersed dealerships in the U.S. Courses included:

- New employee orientation course
- Siebel module training (using simulations)
- New products training course
- Internal systems training course

Work also included creating on-line assessments for technical training and the creation of 9 interactive, web-based communications pieces to launch the new on-line learning effort. Managed 8-person team. Also created communication strategy.

- **Eli Lilly—Indianapolis, IN**—Designed and developed on-line training course for customized Siebel module. Managed four-person team of writers, graphic artists and subject matter experts
- **AT&T—Piscataway, NJ**—Conducted initial evaluation of internal business processes for learning management system implementation (ThinQ)
- **Daimler-Chrysler Financial Services—Farmington Hills, MI**—Part of a 10-person program management office assisting the automotive client as it merged loan and lease computer systems between its Mercedes and Chrysler car lines. Evaluated and organized systems upgrade specifications and served as a liaison with the company's internal training division to prepare for end-user training across the corporation
- **SBC—Chicago, IL**—Served as design consultant and quality assurance expert on a customized course that instructed end-users on an Internet-based billing application being rolled out by the telecommunications firm

Jellyvision, Inc
1994 to January
2001

- Principal in starting and running educational and entertainment software company
- Designer of award-winning interactive educational CD-ROM reading program for elementary schools (“*That’s a Fact Jack Read*”) that quizzed student on young adult literature
- Served as lead instructional designer and editor for all educational programs in the company
- Managed 15-person staff and directed all audio and video production for product development
- Consulted with outside companies—including Scholastic, Inc—on design and development of products using principles forwarded at Jellyvision
- Helped design, create interactive trivia quiz game “*You Don’t Know Jack*,” which sold millions worldwide
- Reporter for news wire service and Illinois daily papers covering news in Chicago and suburbs

Newspaper
reporter
1988-1994

Education

Harvard University
1999-2000

- Master's degree in education, focus on technology, instructional design and developing learning environments to serve individual learning styles

University of Illinois
1983-1987

- Bachelor's degree in English literature

Writing and Speaking

Training Media
Review

- Co-wrote a full review of the Learn.com hosted learning management system. The review included grading the software product in the areas of user environment, learning delivery, learning solution management, reporting and analysis and content authoring and management (www.tmreview.com)

Chicago Tribune
2003 to present

- Freelance contributor to Books section and Sunday Magazine—write book reviews, essays and feature articles for Illinois' largest newspaper
- "On the Edge: A Memoir" Co-wrote a 2004 book that tells the story of a young Hispanic Chicago boy's life of abuse, street gang violence, drug addiction, prison sentence for murder at the age of 14 and eventual life-changing relationship with a teacher he meets in the prison system.

University of
Chicago October
2001

- October 2001: Featured speaker at conference "Playing By the Rules: The Cultural Policy Challenges of Video Games"

International
Reading
Association

- Spring 2001: Author of journal article "*Making the Student the Star*" about the value of individualized instruction

University of
Southern California

- January 2001: Presenter at "Entertainment in the Interactive Age" conference, speaking on the role games can play in education

Teaching & Technology

Tutoring

- 1995-1999: Served as tutor/mentor for Cabrini Connections in Chicago
- 2003 to 2005: Volunteer teacher in GED preparation class on West Side of Chicago
- Fall 2003: Taught video game design class at Columbia College in Chicago

Technical Tools and
Skills

- Strong knowledge of multiple learning management systems—including SumTotal Systems, Docent, Saba, Plateau, Cornerstone OnDemand, Learn.com and others
- Dreamweaver, HTML kit, Flash, Photoshop, Snag It, Fireworks, and all similar tools
- All Microsoft Office products
- Audio and video production software
- Virtual Classroom tools—Interwise, WebEx, SameTime, Placeware and others
- Content development tools—Lectora, Flash, Total LCMS and most

authoring tools

- Software simulation tools, Camtasia, Captivate

References

- Available on request