



Visual Designer / Instructional Designer

15+ years of experience creating visual designs to transform learning environments for better knowledge, understanding and retention.

Design and development of online and instructor-led training to further business goals using Adobe Creative Suite, Photoshop, Illustrator, Premiere Pro, Audition, InDesign, Soundbooth, Acrobat, Captivate, Camtasia, Visio, PowerPoint, Microsoft Word, HTML/CSS.

Conception and implementation of collateral materials, corporate icons, information graphics and instructional illustrations. Creation of visual branding and social media marketing materials.

Professional Experience

Instructional Designer • Visual Designer • Illustrator **1996 – present**

ACDowd Designs, San Francisco Bay Area

Full spectrum graphics, illustration and training design for non-profit and private sector clients

- Designed user interfaces and themes for eLearning tutorials and presentations
- Illustrated charts to reinforce concepts and principles for professional training publications
- Integrated social media using promotional videos, newsletters and online resources
- Developed low and high fidelity prototype designs in Photoshop and Illustrator
- Conceptualized storyboards and wire-frames to support eLearning and presentations
- Built accessible web-based training guides on usability and flexibility
- Conceived graphics for exhibits, posters, photo collages, and presentations
- Evaluated learning curriculum and support materials and implemented improvements

Instructional Designer/Contractor **2011 – 2012**

Harkcon, Inc.

United States Coast Guard Training Center, Curriculum Development Team, Petaluma, CA

- Planned and designed training curricula and materials for two apprentice (A) schools – Storekeeper (SK-A) and Information Technology (IT-A)
- Conducted needs/performance analyses
- Wrote performance objectives including conditions and standards
- Designed and developmentally tested job aids with subject matter experts
- Constructed flowcharts to map tasks
- Developed criteria to measure effectiveness of courses
- Designed and produced an Analysis Phase book for SK-A School Course



Campus Positions

2009 – 2011

San Francisco State University (SFSU)

Graphic Designer, Program in Visual Impairments:

Created graphics to illustrate medical-education concepts used for course lectures.

ECVI and READ Projects, Special Education Department:

Designed an accessible web site.

Teaching Assistant, Instructional Technologies Department:

Content development, activity facilitation, performance assessment for ITEC 299 (online).

Disability Programs and Resource Center work on the ACCESS Project:

Designed tutorials and a training manual.

Core Competencies

Cross-Media Design – Collaborates directly with staff and stakeholders to strengthen relationships and trust while coordinating communications across all media.

Multimedia Design – Creates videos, interactive presentations and eLearning modules.

Graphic Design – Designs and develops marketing collateral, instructional materials, and presentations that are engaging and accessible.

Learning Technologies – Applies technology effectively across the different areas of expertise and identifies when and how to use technology as a training solution.

Instructional Design – Selects effective Instructional and delivery methods for different learning situations. Designs blended learning solutions. Applies Design Thinking Model and ADDIE model as appropriate.

Illustration – Works intuitively with subject matter experts to simplify complex information by applying visual design strategies.

Visual Design – Integrates Universal Design principles into all levels of design to improve both the learning environment and the learning experience.

Software Skills

InDesign

Adobe Premiere Pro

Camtasia

Illustrator

Microsoft Word

Adobe Audition

Captivate

Visio

PowerPoint

Dreamweaver

Acrobat Pro

Photoshop

Soundbooth

HTML/CSS

Education

MA/Ed, Instructional Technologies, San Francisco State University

BA, Design and Industry, graphics concentration, San Francisco State University

Web Graphic Designer Certificate, Santa Rosa Junior College