

Summary

As an adept educational technologist, I specialize in designing, implementing, and assessing online and hybrid learning environments. Fueled by a profound passion for learning, I am eager to leverage my expertise in higher education or adult education settings, with a goal to innovate and enhance the learning experience.

Experience

September 2023 – present: *Director of Instructional Design, USC Marshall School of Business, Los Angeles, CA.*

September 2018 – August 2023: *Associate Director of Instructional Design, USC Marshall School of Business, Los Angeles, CA.*

- Served as instructional design team leader for Marshall's online and hybrid graduate degree programs, overseeing a team of six instructional designers on USC Marshall's Teaching & Innovation team.
- Collaborated with faculty, undergraduate, and graduate program staff to develop high quality courses for online and hybrid delivery.
- Trained all Marshall faculty in using web conferencing, proctoring software, and enhanced LMS usage to accommodate online learners during COVID lockdown.
- Guided USC Marshall through a university-wide adoption of a new learning management system with training, outreach, and one-on-one support.
- Developed an internal SharePoint web site to communicate Teaching & Innovation team tips, training, and workshops to develop and effectively teach online courses and enhance residential courses with educational technology.
- Led initiative to expand USC Marshall online learning services to residential course programs, implementing improved pedagogical practices, and creating asynchronous video lecture materials and activities.
- Planned, designed, and developed Marshall Jumpstart, an asynchronous repository of learning assets covering Business Math, Statistics, Probability which is offered as preparatory learning program to incoming graduate students across six Marshall programs.
- Led USC Marshall efforts to ensure ADA section 504 and 508 and WCAG 2.1 AA compliance for digital materials offered by faculty for students with accessibility needs.
- Implemented project management system to inform leadership of team workload across different initiatives.

October 2009 – August 2018: *Director of eLearning and Academic Computing, FIDM/Fashion Institute of Design & Merchandising, Los Angeles, CA.*

- From its inception in 2001, piloted, launched, and currently manage a distance learning program with an annual enrollment of 3500 students and 65+ course sections each semester, comprising two fully accredited online degree programs.
- Led the expansion of FIDM's LMS platform to support 800+ course companion web sites with online gradebooks and cloud file storage.
- Directed a team of 4 instructional developers and 9 lab technicians across multiple campuses to handle student and faculty technology support and training.
- Developed and staffed student and faculty technology support services, handling classroom and curriculum technology support issues from triage, escalation, to resolution.
- Prepared and administered surveys and evaluative measures of technology initiatives for school accreditation reviews.

January 2004 – October 2009: *eLearning Director, FIDM/Fashion Institute of Design & Merchandising, Los Angeles, CA.*

- Led migration to Sakai learning management systems for hosted distance learning program.
- Managed the creation of over 70 unique online courses, comprising two fully online degree programs.
- Interfaced with technology vendors and internal application development teams to support LMS

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customization.

- Implemented in-house student testing system (QuestionMark) for hosting online course examinations and campus-wide surveys.
- Developed a faculty publishing platform for developing curriculum content and student blogging platform using Wordpress.
- Managed a \$300,000 annual budget for online learning programs.
- Gave seminars on best practices in deploying enterprise technologies at higher-ed institutions to audiences such as Educause and the California State University system.

July 2001 - January 2004: *Instructional Developer/Designer, FIDM/Fashion Institute of Design & Merchandising, Los Angeles, CA.*

- Launched FIDM's first fully accredited online degree program, planning and organizing curriculum with instructors and was sole instructional developer.
- Created a production schedule which had an average output of 3-4 multimedia courses every three months.
- Established standards of development for educational multimedia content and presentation management.
- Piloted and tested and deployed new media assets including blogs, podcasts, and wikis for use in the online learning program and college intranet.
- Established best practices for online teaching and learning and ensured courses were meeting student learning outcomes in preparation for multiple accreditation agency reviews.
- Developed student technology support program, an online knowledge base, and face-to-face faculty and student training.

September 1999 – December 2000: *WebMaster, Liberty Livewire Audio (formerly Soundelux Entertainment Group, Inc.), Hollywood, CA.*

- Administrated online presence for SEG and associated companies, managed web site, email and ftp servers for staff and client use.
- Developed e-commerce websites for Media Technology Source and The Hollywood Edge, grossing over 5,000 USD in sales weekly.
- Proposed and implemented web marketing strategies and doubled web site sessions.

February 1999 – September 1999: *Webmaster, Association of Bay Area Governments (ABAG), Oakland, CA.*

- Redesigned ABAG web site, project web sites, video, audio, and data resources. and optimized site for search engine crawling to maintain approximately 150,000 hits a month.
- Acted as web hosting contact and systems administrator for 32 city and local government agencies, each with virtual domains, user accounts, ftp, video streaming, and web servers.

Awards

- **Game Changer Team Award** (May 20, 2020) for leading the USC Marshall Instructional Design team during the COVID pandemic.

Education

- University of Illinois at Urbana-Champaign, Champaign, IL: Master of Education, May 17, 2009.
- Santa Clara University, Santa Clara, CA: Bachelor of Science in Psychology, June 10, 1995.

Certifications

- *Brightspace Teaching & Learning Program Certificate, Desire2Learn,*
https://api.badgr.io/public/assertions/Ce1Lj-BPRziN4R6f8x_gXw, January 2024.

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- *Python Programming*, eCornell – Cornell University, April 2023
- *eXtended Reality (XR) and Learning*, Educause, <https://credly.com/credit/14974050>, June 2018.
- *Designing a Collaborative Instructional Technology Support Model*, Educause, <https://credly.com/credit/14794093>, March 2018.
- *Evaluating Online Teaching*, Educause, <https://credly.com/credit/14411349>, December 2017.
- *Microcredentials and Digital Badging in Higher Education*, Educause, <https://credly.com/credit/14063969>, November 2017.
- *Copyright in Higher Education*, Educause, <https://credly.com/credit/14281865>, July 2017.

Committee Participation

- USC Online Learning Council
- USC Marshall Aspiring Leaders, 2022
- Marshall Operations Cabinet (participating on Data Sub-committee and Artificial Intelligence Sub-committee)
- USC LMS Selection Usability Task Force
- USC Brightspace LMS Champions

Presentations

- (2007, October 25). Migrating from an Existing Course Management System to Sakai. Educause 2007, Seattle, WA.
- (2008, April 13). How to Listen to and Involve Your Faculty. Questionmark 2008 Users Conference, San Antonio, Texas.
- (2021, February 5). Scaling Online Learning - Operationalizing Excellence. COGBE 2021 Conference, Virtual.
- (2022, February 4). Interactive Video and PlayPosit: Approaches and Possibilities. COGBE 2022 Conference, Virtual.
- (2023, February 3). Why Should I Take Your Class? Finding Value in Value Propositions. COGBE 2023 Conference, Virtual.

Interests

Fitness, 3D printing, graphic design, music, photography, mobile and wearable technology, geek/maker culture