

Updated: 06/13/2012

**I. SUMMARY of WORK HISTORY**

**MEDICINE:** *Cleveland VA Medical Center* (5 years): **Medical illustrator / surgical photographer**; computer **animator**; data **analyst**.

**HIGHER EDUCATION:** *Drexel University* (15+ years): **Worked for departments of:** Information Resources and Technology (IRT); University Relations; Office of the Provost; The Earle Mack School of Law. **Contractor:** *The University of Pennsylvania* (1999 – 2012).

• **Positions, appointments, and related technical responsibilities:** **Website designer and multimedia specialist; software engineer and programmer / analyst.** Front and back-end **user experience analyst; HD video producer and editor. D/SLR Photographer.** Photojournalist. 3-D animator. **Graphic designer.** Print designer. Illustrator. Technical writer. **Instructor;** and **educational materials designer** for computer-based, **classroom training** at the University level. Developed syllabi, manuals, and courseware. **Director of Web and Academic Communications:** Oversaw development and implementation of a Web-based academic research and marketing plan to improve the **user experience** of current (and prospective) University students, faculty and staff.

• **The University of Pennsylvania School of Design:** (Contractor–13 years): Provided **Web services**, including: **site maintenance, site troubleshooting and problem resolution** options. Implemented new **design recommendations.** Provided **research** on emerging **social media trends.** Collaborated with faculty, students and staff to develop site additions. Performed regular site back-ups, and yearly **site analysis.** Provided recommendations for an **improved user experience** through new **information architecture design.**

**FREE-LANCE CONSULTING:** (To present): **Provide concepts; design graphics, and support identity and product development for business and education. Produce Websites, and other interactive media; Provide full services in HD video production / DSLR photography; CGI / animation; desktop publishing. Selected client base:** Apple, Inc.; Ballard Spahr Andrews & Ingersoll, LLP; Case Western Reserve University; Cabrini College; Neumann University; Peirce College; PSE&G Nuclear Facilities (NJ); Masterworks Recording; Thomas Jefferson University School of Medicine; DuPont Corporation; Lockheed-Martin; Lehigh Valley Hospitals; NCR Corporation; The Philadelphia Boys Choir and Men's Chorale; The University of Pennsylvania; Plastic Surgery Specialists, LLC (Valley Forge, PA); RJP Homes, LLC; Rohm and Haas Corporation; Old Swedes Episcopal Church, (Swedesboro, NJ); Yaron Properties, Inc.

**II. PRODUCTION EXPERIENCE**

**WEB: Cross-platform development:** Apple **Macintosh OSX / IOS;** and Microsoft **Windows OS 7.** Create **interactive, scalable Websites** with dynamic content, **including:** streaming video, original soundtracks, 3-D animation. Employ streamlined workflow and best practices. Produce **wireframes, site prototypes, develop sitemaps, and design site information architecture** for optimal **site navigation.** Websites created for cross-platform / cross-browser compatibility, including: Safari, Chrome, Firefox, and Internet Explorer. Production **methods** include: Adobe **Dreamweaver CS6;** code with: **HTML / HTML 5 / XHTML / DHTML / XML / CSS 3 / JavaScript / and Server Side Includes (SSI).** Language editing experience includes: PHP, Perl, Drupal, .ASP and VBScript. Possess **Content Management Systems (CMS)** experience for site editing. Produce **Webcasts.** Possess advanced skill in **Search Engine Optimization (SEO).** Analyze site **data;** brainstorm **solutions** for improved marketing goals with **Google Analytics and Webtrends.**

**HD VIDEO: Employ solid-state workflow technology.** Motion footage captured with **HD video** broadcast quality camcorders. Shoot **formats** up to **1920x1080p60.** Record to high-speed **SD/SDXC** cards. **Producer / director:** write treatments, screenplays / scripts; create storyboards; research locations. Highly skilled **video editor** using: **Final Cut Pro X / Compressor / Motion / Adobe Premiere Pro CS5 / AVS Video Suite / Super-C.** Analyze and fix audio and video defects. Possess **advanced encoding / transcoding experience,** including codecs: AVCHD, Apple Pro-Res 4.4.4, H 2.64, MPEG-4. **Playback** optimized for **cross-platform devices / browsers** and **multiple bandwidths.** Output media for numerous **players,** including: **QuickTime; RealMedia; Windows Media;** Adobe **Shockwave / Flash CS 5 (FLV / SWF).** Additional **formats** include optimized playback on: iPhones / BlackBerry / Android; iPods; Apple's iPad and other tablets / smart devices.

**DESIGN: Create sophisticated visual content.** Conceptualize, produce, and execute original graphic designs for **Websites, interactive CD / DVDs, and high-quality print materials.** Provide **product-marketing research;** provide targeted design **solutions** for business, education, and non-profit organizations, including corporate identity / branding, logos and related materials. Create multi-format print layouts for 5-color ink. Create illustrations for print. Design / program: **HTML-based graphical emails** for mass distribution.

**DIGITAL PHOTOGRAPHY: Professional photographer / photojournalist.** Utilize 16-mega-pixel, image-stabilization D/SLR cameras. Employ swappable wide angle and telephoto lenses. **Edit / retouch photos** with **Photoshop CS5 and Aperture v3.2.** Utilize filters, effects, and color correction tools. **Accessories include:** Manfrotto tripods; shoulder mounts; **HDMI** format / cabling. **Lighting:** employ electronic flash units; light metering; halogen spots, and three-point lighting (key, fill and back lights).

**SOUND / AUDIO PRODUCTION: Skilled audio engineer.** Sequence, record / perform original music and lyrics. Advanced digital audio effects mixing and mastering. Work with professional narrators / vocalists. Experience with **microphones** includes: phantom powered XLR, wireless, shotgun, condenser, dynamic, uni / omnidirectional, and condenser types. Accomplished composer of diverse **original music and soundtracks,** distributed via: FM radio broadcast, cable TV, Sirius Radio, CD / DVD, Internet / World-Wide-Web.

### III. SELECTED SOFTWARE EXPERTISE

- **ADOBE CS6: DREAMWEAVER / PHOTOSHOP / FIREWORKS / ILLUSTRATOR / ACROBAT PRO v9+** - Advanced skills: **Dreamweaver CS6** - use for site development, core page construction, **CSS 3 integration**. Provide site-wide code validation(s). Produce **forms** pages with interactive elements. Utilize code inspectors site production options. Employ **FTP / SFTP** transfer protocols. Expert skills: **Photoshop CS5** – for **photo retouching / image manipulation**. Utilize image filters, adjust aspect ratios, modify formats and file conversions. Adjust color balance /camera exposure problems. Advanced use with **layering techniques** to obtain **multiple image effects**. Image output optimized to reduce / eliminate compression-based issues. Advanced skills: **Fireworks CS6**: create / edit .PNG and other graphical formats. **Design and output** Fireworks-generated JavaScript **pop-up menus**. Advanced skill: **Adobe Acrobat Pro v9+** and **Distiller** - Produce secure, editable content with advanced document profiles and **.PDF file integration**. **Flatbed scanning**: experience includes TWAIN drivers, other printer-specific import schemes, and **Optical Character Recognition (OCR)**.
- **FINAL CUT PRO X 10.0.4 / MOTION 4.0.3 / COMPRESSOR 5.0.3 / ADOBE CS5 PREMIERE PRO / AVS SUITE**: **Capture single and multi-cam video footage**: perform complex multi-layer editing; regulate time-code; clip-speed control; modify clip format(s); perform frame aspect ratio matching. **Correct format incompatibility**. **Employ precision editing techniques**. Analyze and fix video and audio tracks; utilize alpha channel / green screen effects; and **transitions**. Adjust clip parameters, including: resolution / opacity / color correction and keyframe adjustments. Employ **themes, motion video** and **audio effects**. Create animated titles / credits. Output bandwidth streams via multiple codecs / compression schemes for cross-platform devices / browsers / smart phones / tablets.
- **iLIFE '11: (GarageBand '11 / iPhoto / iMovie / iDVD)**: Produce **integrated dynamic media**. Highly experienced: **GarageBand** for composing, performing, sequencing original music, lyrics, and soundtracks; and for production of **RSS feeds**. Utilize **iMovie** for digital video prototyping. Employ **iPhoto** to organize photographs. Use **iDVD** for theme-based or custom disc authoring.
- **MICROSOFT OFFICE SUITE: POWERPOINT / PUBLISHER / WORD / EXCEL**: Produce **cross-platform, integrated materials**, including: documents, spreadsheets, graphics, photography, video, and other elements. **MS Word**: produce multi-format, multi-purpose documents, with universal output formats. **MS PowerPoint**: produce interactive and rich media infused presentations, and for closed-circuit digital signage production. **MS Publisher**: produce and generate multi-format desktop publishing documents, brochures, and other forms of print materials requiring a concise, graphical composition.
- **CGI / COMPUTER ANIMATION**: Design for **Websites** and **interactive media**. Multi-use for: advertising, business, education, medical illustration, and entertainment venues. Experience with **Adobe Flash CS5 / ActionScript 3** (export FLV / SWF formats); SoundSpectrum; KPT Bryce 3-D; Swift 3-D. Employ **cinema-quality 3-D animation** to **produce high-resolution rendering** / effects via Autodesk **Maya 3-D (v2011/12)**, and Pixologic **Z-Brush** software.

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### IV. PROFESSIONAL ACHIEVEMENTS

- **Apple, Inc.:** **Award-winner**: for “**Alphabet for Adults**” (Macintosh software): **HyperCard: International Competition** – (1989)
- **The Pew Charitable Trusts (via Drexel University)**: **Grant recipient**: For original multimedia video “**The Dream Project**” – (1994)
- **RCA Records’ “Music Choice” Cable Channel**: **Composer**: “**The Soothsayer’s Advice**” CD – attained No. 1 status – (April 1997)
- **DilettanteFilms.net**: **Founder / CEO** of independent film, HD video, Web and dynamic media production company – (2011)
- **Dean’s List: Salem Community College, Carneys Point, NJ** – (2010/2011) – **GPA: 3.7**

### V. PROFESSIONAL ASSOCIATIONS

- **Association of Medical Illustrators (AMI)** – The AMI is the international certifying body for designers and illustrators in the field of medical publishing and education, promoting the power of visual media and superior design to advance science, communication, research, and understanding of medicine.
- **Association of Surgical Technologists (AST)** – Established in 1969, AST is the most widely recognized professional organization for surgical technologists and surgical first assistants. AST’s primary purpose is to ensure that surgical technologists and surgical assistants have the knowledge and skills to administer patient care of the highest quality.
- **Phi Theta Kappa (PTK)** – Standing member 2010/11/12: Recognized for high-level academic achievement and “Hallmark areas of Scholarship, Leadership, Service, and Fellowship.” (Acceptance into fraternity is GPA dependant).
- **Association for Computing Machinery (ACM)** – The largest educational and scientific computing society: delivers resources that advance computing as a science and as a profession.

### VI. EDUCATION

**THE OHIO STATE UNIVERSITY SCHOOL OF ALLIED MEDICAL PROFESSIONS, COLLEGE OF MEDICINE**, Columbus, OH – Bachelor of Science in Allied Health Professions. Certification: Association of Medical Illustrators (AMI) in medical illustration and surgical photography; biomedical communications.

**SALEM COMMUNITY COLLEGE**, Carneys Point, NJ – Post-graduate coursework: Core Health Sciences; Surgical Technology; (2010). Digital Media Major (2011).