Maxine Ferman, M.Ed.

San Francisco, CA
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EXPERIENCE:

Instructional Designer/ Trainer - eLearning Developer | Programmer Analyst III, Nov '11 – present
UCSF Medical Center, , San Francisco, CA

- Instructional Designer responsible for the analysis, design, development, implementation and evaluation of web-based eCourses for Campus and Medical Center faculty and staff.
- Proactive consultation with subject matter experts to identify learning objectives, create storyboards, scripts, mock-ups, and write and develop content for online courses.
- Work on multiple projects concurrently, create project plans and deliver timely results.
- Use HTML5/CSS/JavaScript, Captivate, Articulate, and other e-learning development tools to interface with the UC Learning Management System (SumTotal).
- Designed and developed an eLearning process with the Department of Nursing Education SME to automate the monthly paper based PCA Nursing Assistant assessments for CE certification in the LMS. This includes Captivate template design with quizzing, Captivate and PowerPoint Training and coaching with the SME, CE Certification, reporting and tracking in the LMS. Total 61 modules 4/13.
- Course Developer and Instructor:
  - Best Practices: Using PowerPoint and Captivate to Develop eLearning for the UC Learning Center
    - Course Description: To provide Subject Matter Experts (SME's) with a suggested eCourse content development process, and work in partnership with UCSF Learning Services to produce effective eLearning.
- See Annual Review: Project List and Professional Development

Contract Technical Instructor / Curriculum Developer, '01 - present
AcademyX - San Francisco, CA

- Design and deliver more than 50 customized (Mac/PC) Authorized Training Center (ATC) courses in information and communications technology (ICT) including desktop applications and company-specific software. See detailed course listing below
- Introductory thru Advanced Mac/PC classes in Web Design, HTML, CSS, Adobe Dreamweaver, Illustrator, Photoshop, Fireworks, MS Office '03- '10, Networking, A+, Custom Courses and Webinars.
- Onsite: UC Berkeley - CALPACT, UC Berkeley - Haas School of Business, UC Office of the President, UC Santa Cruz, UC San Francisco, Hitachi America, D Magazine

Contract Trainer, 2011
Challenge Training, San Francisco, CA
Contract trainer hired to deliver the following instructor led training:

- **Roche Molecular Diagnostics**, Pleasanton, Win'7/ Office 2010 migration.

- **Genentech,** South San Francisco**, RAPID** document management system.
- **Genentech,** South San Francisco**, TouchPoint**

Instructor, Instructional Designer, Web Designer, Project Manager, '98 - Present
Max-Inc.com - San Francisco, California
- Provide independent web development and graphic design services to individuals and business.
- Developed Project Management Methodology for Client Support: Website Design and Implementation Process
- Web Site Design and Management, Information Architect, W3C standards, Section 508 Compliance.
- **Clients / Websites**
  - See: http://www.pbase.com/max/websites
- Design and deliver customized or Authorized Training Center (ATC) courses in information and communications technology (ICT) including desktop applications and company-specific software.
- Introductory thru - Advanced classes in Web Design, MS Office '03-'07, Networking, A+, Custom Courses and Webinars.
- **Courses Taught:**
  - AcademyX - San Francisco, California '01 - present
    - Web Design - Intro - Adv:
      - CSS
      - Dreamweaver
      - HTML
      - Illustrator
      - Photoshop
    - MS Office '03, '07, '10, '12 - Intro - Adv:
      - Excel
      - Outlook
      - PowerPoint
      - Word
    - Custom Courses:
      - Web Designers Workshop '09 - D Magazine, Dallas, TX
      - Powerpoint'07 Best Practices - UC Berkeley - College of Chemistry
      - PowerPoint Best Practices - UC Berkeley - Capital Projects
      - UCSF/SFGH Systems Training '08 - UCSF - Infants and Parents Program (IPP)
      - 1:1 tutoring / training
    - Webinars:
      - Transitioning from Office '03 to '07/'10 - UC Berkeley - CALPACT
    - Onsite:
      - UC Berkeley - CALPACT
      - UC Berkeley - Haas School of Business
      - UC Office of the President
      - UC Santa Cruz
      - UC San Francisco
  - UC Berkeley Extension Fall '00 - '04
    - HTML I: Creating Web Pages
    - HTML II: Structuring Web Pages
    - Dreamweaver
    - Creating Web Graphics - April –May'04

- - Foundations of Web Development
  - Developed Digital Portfolio - Summer'02
- o San Francisco State University - Information Technology Program '99 - '02
  Excellent Instructor Award - May 2001
  - HTML
  - Introduction to Information Technology
  - Inter networking Technologies
- o The Arts Institutes International at San Francisco Fall'01
  - Introduction to Multimedia
  - Intermediate Web Page Design
  - Information Design
- o BAVC - MediaLink - San Francisco, California Summer'01
  - Web Design and Development
- o In-HouseProductions - San Ramon, California '98 - '02
  - Dreamweaver Levels I & II
  - Fireworks
- o LearniT! Computer Training - San Francisco, California '98 - '01
  - All Web Design Courses
  - MOUS Certified
  - Developed Web Developers Workshop
- o City College - San Francisco Fall '00
  - MS PowerPoint

Director of Educational Technology / Art Director, '05 - '10
Literacyworks - Oakland, California

- National Institute for Literacy (NIFL) grant to fund Region III Resource Center to disseminate high-quality resources using online materials, distance learning, through partnerships with adult education and related organizations to help practitioners improve outcomes in adult learners' literacy skills efforts related to technological innovation in the curriculum.
- Develop project management methodology (Web Design and Implementation Process) for large complex projects. This includes development and clarification of project goals, objectives, scope, and project plans including milestones, costs, and cost-to-complete estimates and deliverables with both stakeholders and team members (Central Desktop)
- Design and develop client web sites, including information architecture, usability and accessibility standards including W3C standards and Section 508 compliance and copyright issues.

Faculty / Instructor, summer '05
National Youth Leadership Forum on Technology (NYLF) - San Jose, California

- Facilitate a group of 20-25 students, leading them in curricular discussions and program activities.
- Respond to general student questions and alerting management staff of special needs.
- Accompany students on law oriented site visits in the San Jose, CA. area.
- Provide supervision and assistance in residence at the program site.
- Assist with program logistics and other event-related responsibilities, as needed.

Technology Director / Computer Instructor, July '04 - May '05

[Orinda Academy](#) - Orinda, California (7-12)

- Design and develop new Technology Program for special needs middle and high school students within a college prep private school.
- Become Authorized Testing Center for the [International Computer Driving License (ICDL),](#) including partnership with BAYITC as a pilot middle/high school.
- Introduce ICDL modules as a core curriculum to the new Technology Program. (Computer I & II).
- Courses Introduced '04-'05
    - Computer I & II
    - Web Graphics I & II
    - Web Design I & II
    - Multimedia I & II
    - Special Topics
    - Digital Imaging: Yearbook
- Provide 1:1 tutoring as needed for special needs students.
- Provide in-service training to faculty, and introduce extranet and other tools and resources to integrate technology into core curriculum. Teaching with the Web.
- Create policy and procedures for Tech Support, Network Administration, Server Administration, Wireless Network Setup and Administration to Macintosh and PC environment.
- Design and implement Orinda Academy Acceptable Use Policy.

Computer Instructor, summer '04

[Jewish Vocational Services (JVS)](#) - San Francisco, California

Real Employment Assistance and Classroom Help (REACH)

- The REACH program provided students with computer skills training and life skills workshops to prepare them for employment. The 8-week computer skills instruction includes computer basics, Microsoft Office applications and Internet use. Workshops include time management, communication skills and problem solving along with technology career seminars for students.

Technical Coordinator / Computer Teacher, August '02 - June '04

[Corpus Christi School](#) - Piedmont, California (K-8)

- Computer Teacher and Network Administrator for K-8 private school.
- Design and develop new curriculum to integrate technology into core curriculum to comply with [National Educational Technology Standards [NETS] for Students](#) and the [California State Content standards](#).
- Curriculum Developed ([Missmax.com](#))
    - African Empires (7)
    - Ancient Greeks (K,5,6)
    - Ancient Israel (6)
    - China History (7)
    - ColorMatch (all)
    - Environmental Racism (6)
    - iMovie Project (4)
    - Native Americans (3,4)
    - Newton's Laws (3,7)
    - Solar System (5)
    - The Eye and Illusions (2,7)

- o US Government (8)
- Provide in service technical support and training to all faculty and staff.
- Provide 1:1 tutoring as needed for special needs students.
- Faculty Adviser for Student Web Designers.

Manager, Education Programs, '97 - '99
[Arbor Software](#) - Sunnyvale, California
- Manage all facets of corporate Education Services Department.
- Design and implement curriculum development process, standards, budgeting and production schedule.
- Strong leadership and management skills in recruiting, developing and directing teams and organizational development.
- Establish education programs and maintain corporate relationship with Authorized Training Centers nationwide.
- Develop internal training resources, develop partnerships with local educational institutions and outside training vendors.

Curriculum Development Manager/Instructor, '95 - '97
[Pacific Bell Internet Services](#) - San Francisco, California
- Establish and manage all facets of start-up Internet TechCenter Training Department.
- Recruit and manage training team of technical writers/trainers and contractors, to provide comprehensive Internet and technical training to 100+ Technical Analysts.
- Implement training methodologies, standards, scheduling, and equipment purchases for both PC and Mac training labs.
- Design and develop curriculum and facilitate training for 2-week TechCenter Technical Analyst Certification and Mentor Program.

Contract Computer Trainer/Consultant & Writer/Graphic Designer, '87 - '95
St. Louis, Missouri
- Extensive experience in design and implementation of corporate/technical training programs and facilitation of courses, workshops and seminars.
- Macintosh and Microsoft computer consultation, installation, training, hardware/software support.
- Desktop publishing, writing, graphic design, print production, audio/video writing and production.
- Develop curriculum and facilitate computer and software training courses for Webster University, The Regional Consortium for Education and Technology (RCET), and The University of Missouri-St. Louis Continuing Education-Extension Microcomputer Program.

Senior MIS Training Specialist, '93 - '94
[Spectrum Healthcare Services](#) - St. Louis, Missouri
- Establish and manage all facets of the MIS Training Department including development of training plans, procedures, standards, staffing, scheduling, and equipment purchases.
- Conduct workflow analysis and needs assessments to design and develop companywide MIS training curriculum and programs.
- Implement and facilitate MIS training curriculum to support 700+ central office employees and 130+ off site locations in 20+ states.
- Promote and market in-house MIS training programs and courses to all employees through writing/graphic design of flyers, brochures, newsletter and computer based presentations.

Adjunct Faculty, '92 - '95

Fontbonne University - St. Louis, Missouri

- Design and deliver curriculum for graduate credit computer education courses through the Math & Computer Science Department.
- Graduate courses include: Intro. to the Macintosh & HyperCard, Development of Computer Software for Instructional Purposes (CBT), and HyperCard Authoring and Development.
- Design and conduct faculty development seminars and in-service programs on technology in business and education.

Information Specialist/Graphic Designer, '88 - '92

University of Missouri - St. Louis

- Work with urban youth, grades K-12, through a grant from the National Science Foundation (NSF) Bridge Program to integrate computer and technology education, as a way to foster learning and encourage at risk students to pursue math, science and technology.
- Responsible for the design and production of publications and print material for the School of Education through research, writing, desktop publishing.
- Provide technical support and training to various University departments regarding microcomputer equipment configuration and software purchases.

Public Relations/Advertising/Marketing '84-'88

- Agency and In House
  - Graphic Design
  - Writer

COURSES TAUGHT / TECHNICAL SKILLS:

software

Adobe Captivate	Advanced
Adobe Dreamweaver	Expert (ATC Certified)
Adobe Fireworks	Expert (ATC Certified)
Adobe Flash	Intermediate
Adobe Illustrator	Advanced
Adobe InDesign	Intermediate
Adobe Photoshop	Advanced
Apple Final Cut Pro	Intermediate
Apple iLife, iMovie, iDvd, iPhoto	Expert
Articulate Storyline	Advanced
Drupal	DrupalCon - 4/10
Sony Sound Forge	Advanced
Sony Vegas	Advanced
WordPress	Advanced - WordCamp SF '08, '10

hardware / os

Microsoft Windows 95-XP, Vista, Windows7	Expert
Macintosh OS	Expert
Linux	Moderate
PC Hardware **A+ Certified**	Expert
Digital / Video Camera	Advanced

network / server

TCP/IP setup and configuration	Advanced
Apple Mac OS X Server	Advanced
Apple Remote Desktop	Advanced

office productivity

Microsoft Office	Expert (MOUS Certified '00)
Excel	Expert
Outlook	Expert
PowerPoint	Expert
Word	Expert
Visio	Advanced

languages

Ajax	Intro - class 2/10
CSS (2/3)	Advanced
DHTML	Advanced
HTML / XHTML	Advanced
HTML 5	Moderate
JavaScript	Advanced
PHP	Into - class 3/10
XML	Moderate

database

Access	Intermediate
ASP/PHP	Moderate (PHP - class 3/10)
FileMaker	Intermediate

EDUCATION:

Master of Education (M.Ed.) - '92

[University of Missouri - St. Louis](#)

- Emphasis in Adult Education, Educational Technology, Instructional Design
    - **Thesis:** *Integrating Computers in Education: Howard Gardner's Theory of Multiple Intelligence and Computers in Education*
- K-12 Certification Courses
- Community Instructor - [American Youth Foundation, National Leadership Conference](#) - Camp Miniwanca '89-'91

Bachelor of Science in Journalism '84

[University of Kansas](#) - Lawrence, KS

- Emphasis in radio, television, film and computer science
- Internships:
    - [KMOX Radio](#) - CBS - St. Louis, MO
    - [KJHK Radio](#) - PBS - Lawrence, KS
    - [KTVI TV](#) - ABC - St. Louis, MO

Additional Education/Certification:

- Behind the Curtain: Making a Corporate MOOC, 7/30/14,
- Interface Design for Learning, 2/12/14
- Webinar: The most advanced Tin Can deployment that we know of — a case study of LifeWay, 2/11/14
- The Battle of Top eLearning Tools, 1/7/14
- Google Glass + Mediasite: Consumer Video in the Enterprise, 12/10/13
- Leaving ADDIE Behind - A Conversation with Michael Allen, 12/5/13
- Introducing a Mobile-First Approach to Building Your Next App, 10/30/13
- Building Online Courses on the CLE with Moodle 2, 9/19/13
- Teaching with Moodle: An introduction, 9/1/13 + 9/30/13
- Responsive Web Design, [AcademyX](#) - San Francisco, CA,8/16/13
- Best of DevLearn: Designing eLearning that Gains and Keeps Learner Attention, 8/14/13
- Instructional Methods in Health Professions Education, 8/5/13-9/26/13
- Create HTML5 Courses with Adobe Captivate 7, 8/1/13
- Best of mLearning DemoFest, 7/29/13
- Best of mLearnCon: Mobile Learning Hottest Trends, 4/24/2013
- Rethinking Learning Systems with the Tin Can API, 4/15/13
- How Tin Can is Being Used in the Real World , 4/4/13
- Learning Everywhere: Transforming Training with Mobile, 4/1/13
- Responsive Web Design Bootcamp, 3/14/13
- The top 8 things I need to know about SCORM (eLearning + LMS Standard), 2/13/13
- Designing a Mobile Performance App: What You'll Need to Know, 1/23/13
- Campus it priorities: a conversation with Kenneth C. Green of the campus computing project, 12/18/12
- Tin Can: What Is It, and Why Should I Care?, 12/14/12
- Building an HTML5 Video Player, 11/7/12
- Understanding Professional Leadership, 10/3/12-11/7/12
- Best Practices in Converting Instructor Led Training to Virtual Classroom Content, 9/25/12

- Create the Web San Francisco - Conference, 9/24/12
- Saba Learning Demo Day, 9/19/12
- Mobile Learning Roadmap, 9/12/12
- Adobe Captivate: Templates and Master Slides, 09/12/12
- Re-inventing the Corporate Learning System: The Need for Unified Learning Management, 9/6/12
- Three Simple Steps to Create Professional Videos, 08/23/2012
- Your e-Learning Investment: How Allen Interactions Achieves Business Impact & Boosts Learner Performance, 8/22/12
- Captivate 6, 7/27/2012
- Best of DevLearn: 7 Strategies for Evaluating eLearning Quality, 7/25/2012
- Creating & Delivering Irresistible e-Learning, 7/17/2012
- Best of DevLearn Webinar, 7/6/2012
- Moving Beyond eLearning to Performance Support, 6/27/2012
- DemoFest 2011 Highlights Webinar, 11/30/2011
- Designing e-Learning for Maximum Motivation Webinar, 11/15/2011
- WordCamp - San Francisco, CA '08, '10
- DrupalCon San Francisco, CA, '10
- PHP AcademyX - San Francisco, CA, '10
- Ajax AcademyX - San Francisco, CA, '10
- Adobe Captivate - AcademyX - San Francisco, CA, '10
- Craigslist BootCamp - Berkeley, CA, '06, '07, '08
- ICDL Autorized Testing Center Proctor - Orinda, CA '04
- ASP SFSU Extension - San Francisco, CA, '02
- Cold Fusion AcademyX - San Francisco, CA, '02
- XML AcademyX - San Francisco, CA, '02
- Dreamweaver UltraDev Macromedia - San Francisco, CA '01
- Flash5 In-House Productions San Ramon, CA, '00
- CourseBuilder LearniT! - San Francisco, CA, '00
- DHTML AcademyX - San Francisco, CA, '00
- Dreamweaver UltraDev LearniT! - San Francisco, CA, '00
- **A+ Certification** - PC Hardware Repair - San Francisco, CA , '98
- Web Based Training Conference - San Francisco, CA , '98
- McCarthy TeamworX Coaches & Bootcamp - San Francisco, CA ,'98
- McCarthy TeamworX Leadership Bootcamp - Seattle, WA, '97
- Computer Training and Support Conference - Nashville, TN, '96
- Intro to HTML, and Authoring in HTML LearniT!, & Productivity Point Intl '96

PUBLICATIONS & PRESENTATIONS:

- **The Max Inventory of Learning Styles (M.I.L.S.)** ©1991. Intellimation Library for the Macintosh. Santa Barbara, CA. An interactive, HyperCard based learning style assessment instrument.
- University of Missouri - St. Louis, August 1991. Presented M.I.L.S. at the 1991 Adult Basic Education Conference.
- Apple Computer, Inc., and Advanced Systems and Peripherals (ASAP), September 1991. Presented M.I.L.S. at the Higher Education Curriculum Integration Technology Seminar.

PROFESSIONAL ORGANIZATIONS:

- Member, e-Learning Guid - Assoc. Member current
- Member, Graphic Artists Guild -
- Past Member, HTML Writers Guild
- Past Member, American Society of Training and Development (ASTD)
- Past Member, Computer Education Management Association (CEdMA)
- Past Member, American Management Association (AMA)
- Past Member, Association for the Advancement of Computers in Education (AACE)
- Past Member, International Society of Technical Educators (ISTE)
- Past Member, ISTE HyperCard Special Interest Group
- Past Member & Instructor, Apple Christopher Columbus Consortium
- Past Coordinator, University of Missouri - St. Louis Macintosh Users Support Group
- Past Community Educator/Teacher, American Youth Foundation - National Leadership Conf.

SERVICE WORK:

- Computer and Smart Phone Support and Tutor for women over 65 years old – 2012 - present
- JFCS - Parents Place - Mentor - '00- '03
- CharityFocus - Technical Volunteer, Mentor -'01 - present